

*Modern*

TECHNOLOGY DEPT.

.....

LITHOGRAPHY

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Litho Situation  
PIA To Meet  
Offset on Rayon  
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Buying Equipment

APRIL 1957



**Eldorado**

Graceful. Sturdy. Original. I  
even *more* life into good layo  
densified for economy, yet emine  
able. And it's perfect for such a  
of jobs. That's Linotype ELD  
If you're tired of the "same old fa

# Eldorado

Graceful. Sturdy. Original. It breathes even *more* life into good layouts. Condensed for economy, yet eminently readable. And it's perfect for such a wide range of jobs. That's Linotype ELDORADO. If you're tired of the "same old face," try it. Ask your Linotype Agency for a specimen showing all sizes. Or write to Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, New York.

• **LINOTYPE** •



# STAMP OF APPROVAL

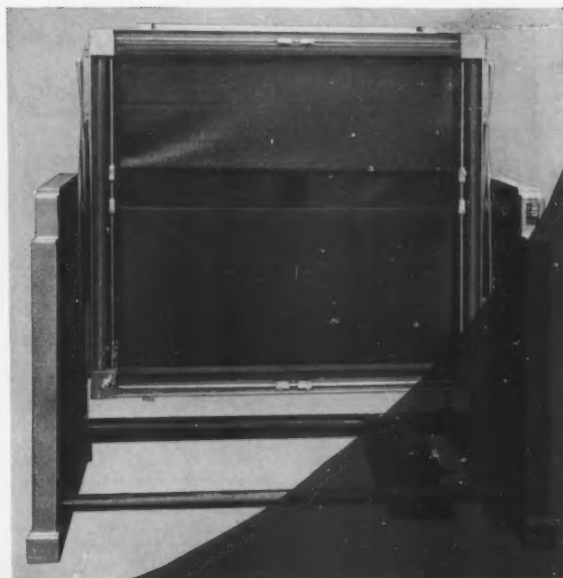
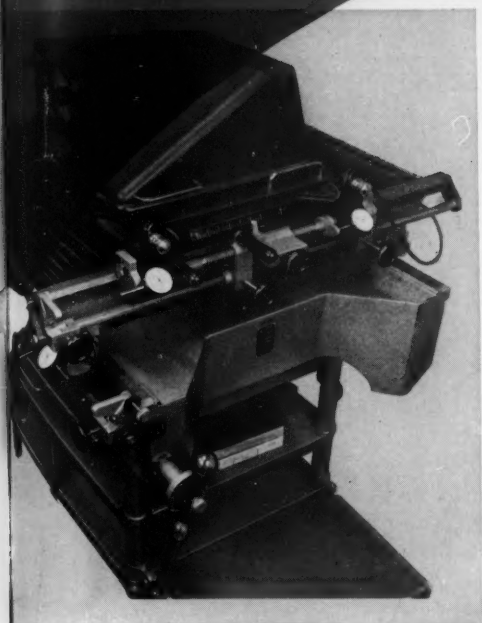
*by lithographers*

*at*

*the*

**N.A.P.L.**

**CONVENTION**



**Lithotex Step & Repeat Printer**  
A darkroom-operated step and repeat contact printer designed for speedy production of multiple negatives, glass or film, up to and including 16 x 20". Precision accurate to one thousandth of an inch. Write for prices.

## **Lithotex Vacuum Printing Frame**

The outstanding vacuum printing frame on the market today. In three popular sized models. Plate sizes, maximum: 50" x 43½", 58½" x 47½", 70" x 53½". Write for prices.

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INCORPORATED

NEW YORK 125 Broadway St.	CHICAGO 555 W. Adams St.	KANSAS CITY 1434 Wyandotte St.	CLEVELAND 1825 E. 18th St.
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DETROIT 10000 Michigan St.	CINCINNATI 229 E. 6th St.	LOS ANGELES 930 E. Pico Blvd.	SAN FRANCISCO 1009 Howard St.

### **ROBERTS & PORTER, INC.**

555 West Adams St., Chicago 6, Ill.

- Please tell us how or where we can witness a demonstration of The Lithotex Step & Repeat Printer; \_\_\_\_\_ The Lithotex Vacuum Printing Frame, in sizes as follows \_\_\_\_\_ The Lithotex Step & Repeat Printer; \_\_\_\_\_ Lithotex Vacuum Printing Frames
- ☐ Send us prices on \_\_\_\_\_

name \_\_\_\_\_

company \_\_\_\_\_

address \_\_\_\_\_

city and zone \_\_\_\_\_

state \_\_\_\_\_



All the facilities of New York and Penn were put behind the development of Penn/Brite Offset—including months of actual printing.

## WHAT MAKES PENN/BRITE OFFSET DIFFERENT?

*Quite a few things, actually.* One is Penn/Brite Offset's moisture content. You hear a lot about paper that is moisturized to reduce the possibilities of stretch or shrinkage, but the payoff comes in how it is done.

With Penn/Brite Offset, it is done right, all the way. Moisture content is controlled not just as the paper comes off the machine, but when it is sheeted, trimmed, packed, and double-wrapped. That means trouble-free presswork, and more profit for you.

Another factor that makes Penn/Brite Offset different is its moderate price — to

bring you savings even when "only the best will do." You will find it worth investigating.

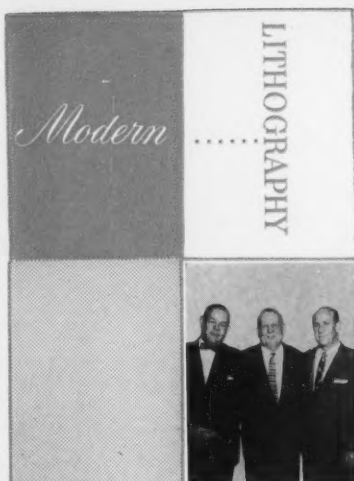
Add to that Penn/Brite's outstanding printability; its bright white appearance; and its "top rating" in objective tests—and you have an unusual value.

But you be the judge. Penn/Brite is now available from leading merchants in the East. We would be pleased to send you their names, plus a swatch book and printed samples.

Write New York & Pennsylvania Co., 425 Park Ave., New York 22, N. Y.

**New York and Penn**  
*Pulp and Paper Manufacturers*

Makers of Penn/Brite Offset • Penn/Gloss Plate • Penn/Print Eggshell • English Finish • English Finish Litho • Super • Clarion Papers • Duplicator • Mimeograph • Bond • Tablet



### Cover

New president of NAPL, Otis E. Wells (right), of Western Lithograph Co., Wichita, is congratulated by George R. Hoover (left), of Joseph Hoover & Sons Co., outgoing president; and Walter E. Soderstrom, executive vice president, at convention in St. Louis.

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## MODERN LITHOGRAPHY

VOLUME 25, NUMBER 10

OCTOBER, 1957

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Address all correspondence to Box 31, Caldwell, N. J.  
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# SHOCKING WHITE



Shocking White Plover Bond—for those who desire the vividness imparted by *white fluorescent dye* and the notable quality of Plover Bond. Like all Whiting-Plover papers, Shocking White Plover Bond is carefully crafted from selected cellulose fibers and processed in the water of Whiting Springs . . . the purest papermaking water in the world. Trouble-free press performance by any reproduction process.

Shocking White Plover Bond is a new white and available in addition to standard white from your Whiting-Plover distributor . . . in 17 x 22-20 and 22 x 34-40 . . . at no increase in price. Matching envelopes, too.



whiting **PLOVER** paper company, STEVENS POINT, WISCONSIN  
**BOND**





Here's precision printing to a



Every VELVA-TONE blanket user knows what that means. They're used to having their high-speed precision offset work turn out with sharp, clean reproduction—right to the end of the longest job.

For VELVA-TONE blankets are precision-built to do just that. You get perfect register because of their great strength and low stretch.

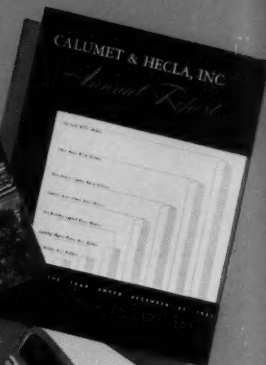
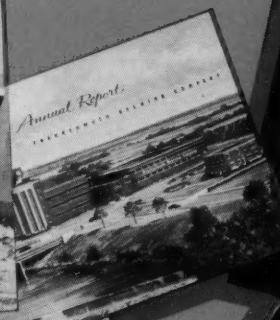
You *stay* in register because of their fast comeback after each impression. You lose less time in make-ready because patching needs are far fewer. And you get more mileage out of every one of these top-quality blankets that go onto your presses.

So why settle for less than a precision-built VELVA-TONE blanket?

You can get full details from your distributor—or by writing Goodyear, Printers Supplies Sales Dept., New Bedford, Mass.

PRINTERS SUPPLIES by **GOOD YEAR**  
THE GREATEST NAME IN RUBBER

Velva-Tone—T.M. The Goodyear Tire & Rubber Company, Akron, Ohio

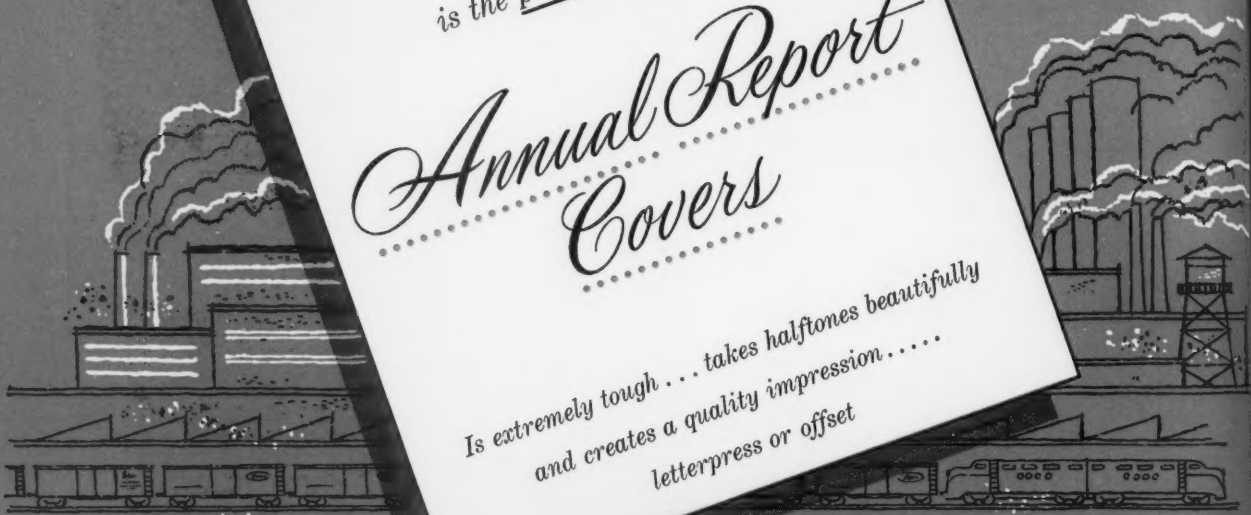


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is the perfect paper for

## Annual Report Covers

Is extremely tough... takes halftones beautifully  
and creates a quality impression.....  
letterpress or offset



**SUPERTUFF** is also a perfect stock for catalog covers, sales manuals, spec-sheet binders, menus, point-of-sale die cuts, and self-mailers. Takes 4-color process, high gloss and metallic inks, varnish, lacquers and lamination.

50<sup>th</sup> year



**WRITE** for portfolio containing samples of annual report covers and other attractive pieces printed on Supertuff.

**the APPLETON COATED  
PAPER CO.** 1204 N. MEADE STREET,  
APPLETON, WISCONSIN

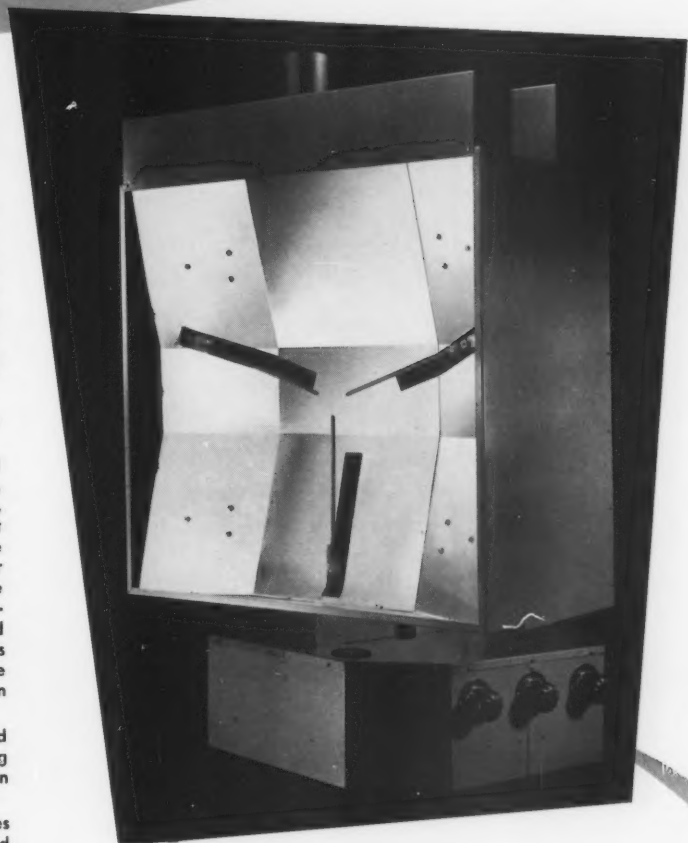


# Announcing the New **GRAFARC** **TRI-POWER** **ARC PRINTING LAMP**

*A Radical Departure from the Single Phase,  
Two-Electrode Arc Lamps!*

- Operates from standard, 3-phase supply service.
- Burns a trim of three 9mm x 12" copper coated White Flame carbons to produce a stable single arc light source which reduces any tendency for dot undercutting.
- Delivers three times the usable light output possible with 140 ampere Grafarc lamps. Exposure time can thus be cut to one third. Any attempt to produce such increase in light intensity with single phase or dual single phase arcs would require expensive feeder service and switch gear, and still unbalance the whole three-phase shop system. The electrical loading throughout all three phases is evenly distributed with the Tri-Power.
- Utmost light uniformity with intense illumination of printing frames 50" x 70" and larger.
- When the lamp is energized, a rugged dual function motor instantly advances the carbons, strikes the arc, which quickly settles down, backs up the carbons to establish the correct arc gap length, and then steadily feeds the carbons at a rate which maintains the proper gap throughout the 2½ hour burning of the trim. The motor action is sensitive to both current and voltage conditions at the arc, and automatically compensates for any variables in the burning rate of the carbons. Ample motor size insures reliable drive of the carbon feeding mechanism at all times.
- Indicating meter on the transformer is used in conjunction with convenient tap-changing switches and permits accurate compensation for line voltage changes.
- New finger-tip control automatically separates the carbon holders to their full expanded length for insertion of a new carbon trim. The need of a clutch and manual return is eliminated.
- Lamp and long life glass insulated type transformers comprise one compact easily portable unit.
- The lamp has provision for exhausting gases by a blower which is optional equipment.
- Lamp may be rotated 360°.
- Easy adjustment of lamp height.
- Ball bearing type lead screw and linear action ball bushing.
- Quick-connect terminal panel for three phase line connections.

*Send for  
literature  
and  
prices!*



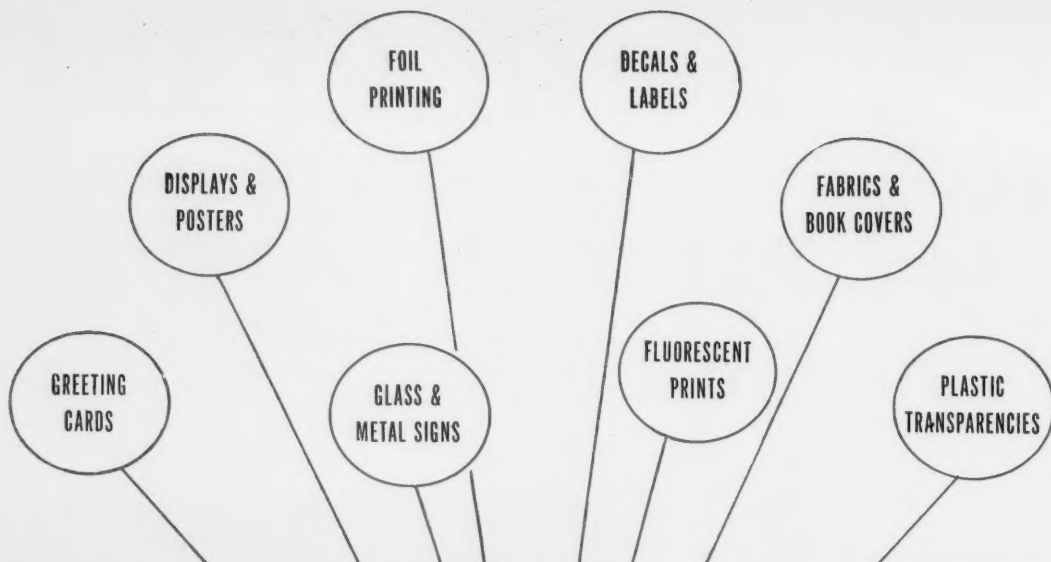
**THE STRONG ELECTRIC CORPORATION**  
17 City Park Avenue • Toledo 1, Ohio

Please send literature and prices on the Grafarc  
Tri-Power Arc Printing Lamp.

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION





# EXPAND

YOUR MARKETS AND PROFITS...

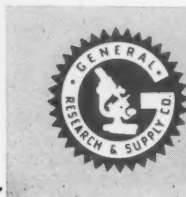


*combine  
mechanized  
SCREEN PROCESS  
with your  
operation*



Photo-mechanical methods of screen preparation—automatic, high speed presses—faster, more efficient drying equipment . . . these are the factors that have mechanized screen process . . . the factors that make it a logical and profitable supplement for any printer or lithographer. It will fit into your operation easily. Your platemaking department or service can prepare the screen stencil. Add a high speed General press with *automatic feeder*, and you can supplement your profits by being able to meet the rapidly growing demand for the specialty work and special effects that only screen process can produce.

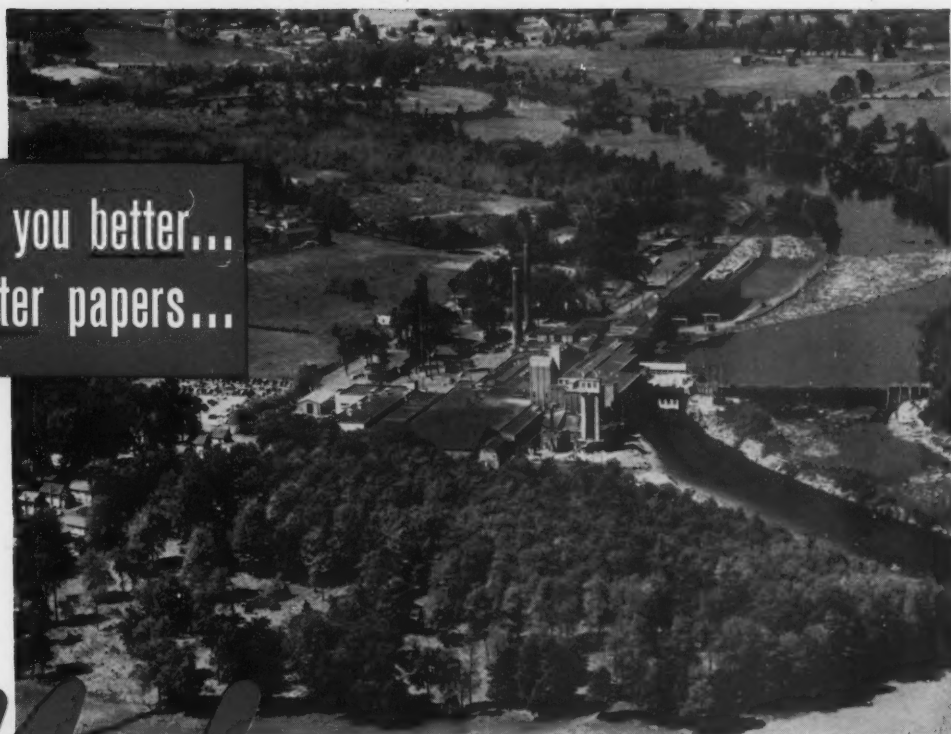
Get the full story . . . send for General's new booklet which tells how screen process can profitably supplement your operation.



**GENERAL  
RESEARCH AND SUPPLY  
COMPANY**

572 S. DIVISION AVE. GRAND RAPIDS 3, MICHIGAN

to serve you better...  
with better papers...



# Nekoosa

NOW HAS ANOTHER PAPER MILL...AT POTSDAM, NEW YORK

MILL AT  
PORT EDWARDS,  
WISCONSIN



MILL AT  
NEKOOSA,  
WISCONSIN



**NEKOOSA-EDWARDS  
PAPER COMPANY**  
PORT EDWARDS, WISCONSIN

*Makers of business,  
printing, converting  
and specialty papers*

DISTRIBUTED FROM COAST TO COAST BY 137 NEKOOSA PAPER MERCHANTS

MODERN LITHOGRAPHY, October, 1957

**"I'll  
leave it  
to you"**

How can you expect  
quality reproduction  
without quality  
rollers and blankets?



That's why I always use

## **MERCURY Rollers and Blankets**



It just stands to reason that Mercury rollers and blankets give you better results! They are manufactured by a unique process which enables them to deposit ink with truly remarkable accuracy at highest speeds. Moreover, because Mercury coatings are practically impervious to swelling due to ink absorption and other "ailments" which ordinary rollers and blankets develop—you can count on Mercury products to *keep on* delivering superior reproduction LONGER. See for yourself!

### **RAPID ROLLER COMPANY**

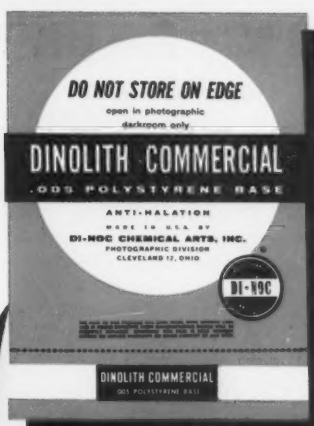
Main Office and Factory:

**FEDERAL AT 26TH STREET • CHICAGO 16, ILLINOIS**

Eastern Sales Office and Warehouse: 218-224 Elizabeth Avenue • Newark 8, N.J.



**NEW!**  
 continuous-tone  
 emulsion  
 on both  
 .005" and .010"  
 polystyrene.



A LABEL  
 YOU SHOULD  
 KNOW

## DI-NOC COMMERCIAL FILMS

■ Di-Noc's new Dinolith Commercial and Dinographic Commercial Films provide three exceptional advantages for close register, continuous-tone work:

**1. CHOICE OF BASE:** Only Di-Noc offers Commercial films on two polystyrene base thicknesses: Dinographic Commercial, produced on .010" base, is ideal for use in single units where a very high degree of dimensional stability is required; the lighter Dinolith Commercial, produced on .005" base, is particularly suitable for masking work and strip-ups.

**2. ONE HIGH-GRADE EMULSION:** Di-Noc's new Commercial emulsion is used on both films, making them completely interchangeable and easy to use. The emulsion has a wide continuous-tone range, is colorblind and 50% faster than other commercial type emulsions. These films yield excellent soft, medium or contrasty negatives and positives of photographic prints and all varieties of artwork depending upon the developer used.

**3. BOTH AT LOW PRICES!**

Dinolith Commercial and Dinographic Commercial Films are available in standard sheet and roll sizes. For more information, ask your local Di-Noc dealer, or write the factory in Cleveland.

### DI-NOC CHEMICAL ARTS, INC.

PHOTO PRODUCTS DIVISION • 1700 LONDON ROAD • CLEVELAND 12, OHIO

branch offices: New York City, 295 Madison Avenue • Chicago, Illinois, 4522 West 16th Street • Utica, Michigan, 45834 Van Dyke Avenue

resident representatives: Washington, D. C.; Tulsa, Oklahoma; Rochester, New York

subsidiary company: Di-Noc Chemical Arts (Canada) Limited, 565 Davenport Avenue, Toronto, Ontario, Canada



# KLEEN-STIK® puts YOU in the Center Ring of Selling!

Greatest "show" on earth—that's what you sell when you add the proved attention-pulling power of KLEEN-STIK to P.O.P. advertising. This modern moistureless, self-sticking adhesive offers a veritable "circus" of exclusive advantages that help you capture a larger share of the display-advertiser market. Get your printing in the act—by giving your customers' P.O.P. "big top" prominence with KLEEN-STIK!

**NEEDS NO WATER!**  
KLEEN-STIK goes up fast and easy without water, glue or tape. Simply peel backing and press into place.

**GETS ATTENTION!**  
KLEEN-STIK displays roar out your customers' sales messages from best locations because they're so clean and easy to put up.

**EXTRA STRONG!**  
KLEEN-STIK's moistureless adhesive sticks tight on any hard, smooth surface—won't let go in spite of moisture, heat, or dryness.

**TALENTED!**  
Versatile KLEEN-STIK adapts easily to printing and die-cutting—makes possible many unique, effective display ideas.

**ANY SIZE!**  
No matter how large or small your customers' displays, KLEEN-STIK will help them get it up... and keep it up!

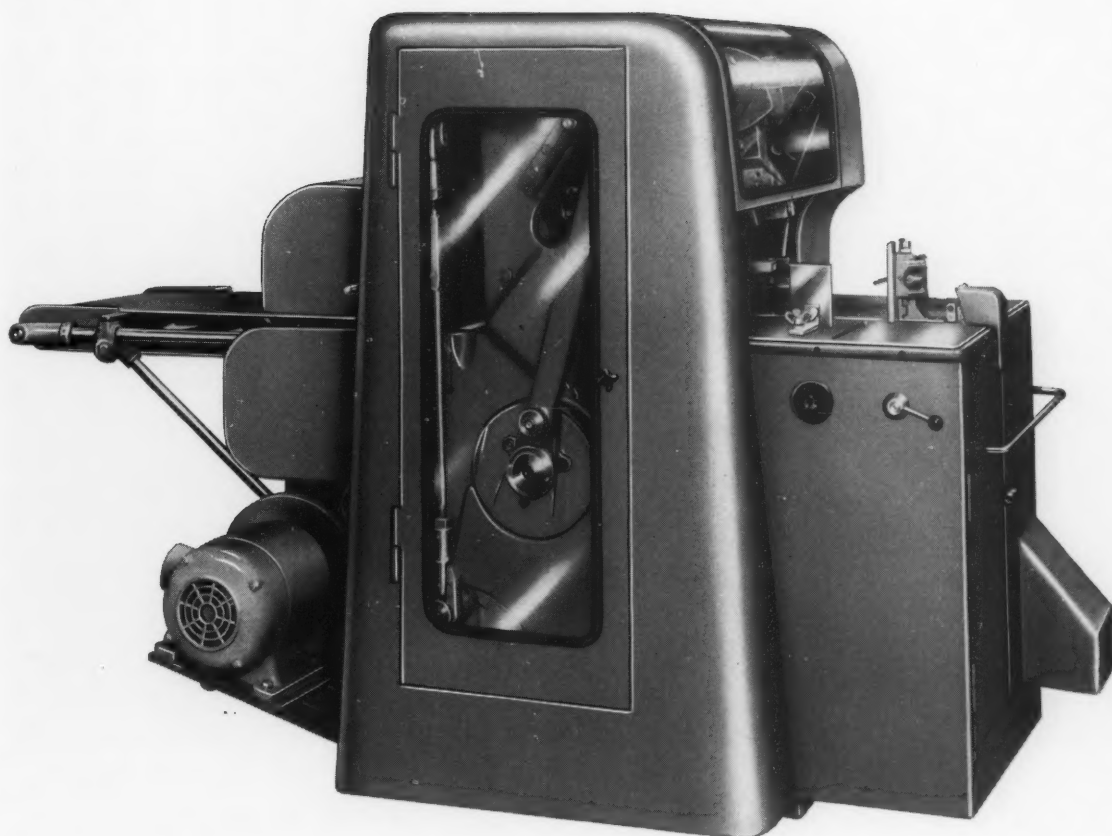
So many ways to sell with  
**SOLID KLEEN-STIK ADHESIVE  
STRIPS and SPOTS  
"D" TRANSFER TAPE  
FACE-STIK  
FLEX-STIK.**

<b>SOLID KLEEN-STIK ADHESIVE</b>	<b>STRIPS &amp; SPOTS</b>	<b>FACE-STIK</b>	<b>3-DIMENSIONAL DISPLAYS</b>	<b>PRODUCT &amp; PACKAGE LABELS</b>

**KLEEN-STIK Products, Inc.**  
7300 WEST WILSON AVENUE • CHICAGO 31, ILLINOIS  
*Pioneers in Pressure-Sensitives to the Trade*

See how leading advertisers are using  
KLEEN-STIK — write for our free  
"Idea-of-the-Month" Club service!





Now from Lawson, comes a new look, new profits,  
in quality book trimming! The new Heavy-Duty  
**LAWSON 3-KNIFE RAPID TRIMMER SERIES "C"**

**A new, more efficient machine to trim books, pamphlets and magazines—bound one or two-up!**

The completely automatic Heavy Duty Series "C" Rapid Trimmer brings new versatility to your operation . . . new volume capacity to your plant . . . new profits to your book trimming. For long or short runs . . . in a wide range of sizes . . . for any and all bindings . . . this ultramodern trimmer is ready to take you to new highs in your day-to-day production!

**Brand new features!** The rugged, compact Series "C" cuts down operator fatigue and increases production with new design advantages that save time, save steps, and give greater efficiency and profits!

Write today for all the facts about the new Heavy Duty Lawson 3-Knife Rapid Trimmer, Series "C".

**E.P. LAWSON CO.**

*Subsidiary of Miehle-Goss-Dexter*

**MAIN OFFICE:** 426 WEST 33rd STREET, NEW YORK 1, N. Y.

**DISTRICT SALES OFFICES**

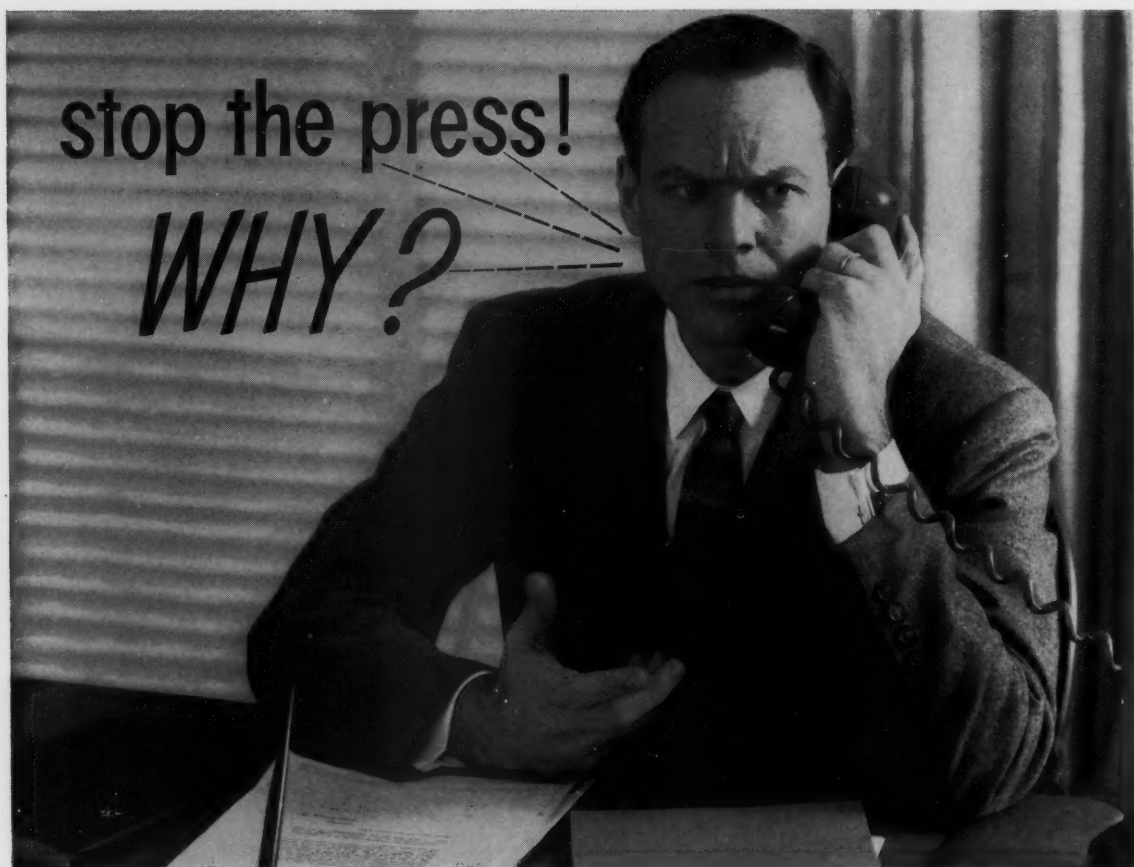
**CHICAGO:** 628 SO. DEARBORN STREET

**BOSTON:** 176 FEDERAL STREET

**PHILADELPHIA:** BOURSE BUILDING

**ATLANTA:** 595 WIMBLEDON ROAD, N.E.

**DALLAS:** 724 YOUNG STREET



## don't let this question throw you...

Say you are right in the middle of a big press run. Hours of costly make-ready have gone into the job. And then an important customer calls in with some emergency shortrun work. What can you do? What can you say?

Many shops (in fact, hundreds) have solved this problem with A. B. Dick offset duplicators, Model 350. They handle all kinds of short run jobs in black or color—handle them easily, quickly and profitably. Why? How come?

... because exact ink-water balance is maintained by a single setting of the exclusive Aquamatic control.

... because the Model 350 can turn out top quality copies at speeds up to 9,000 copies per hour.

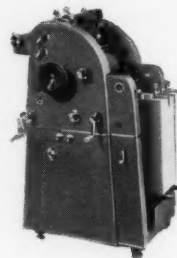
... because differences in master thicknesses or impression paper weights require no adjustments.

... because the ten ream capacity feed table is quickly and easily set for paper and card stock from 3x5 inches to 11x17 inches.

... because copy is positioned without the use of tools.

In short, customers are kept happy but with no tie-up of trained and experienced personnel, no interruptions of big press runs.

**For more information** about the A. B. Dick offset duplicator, Model 350, the complete line of supplies and the trained service men who are always available, call the A. B. Dick Company distributor listed under Duplicating Machines in the classified section of your phone book. Or write A. B. Dick Company, 5700 Touhy Avenue, Chicago 31, Illinois.



**A · B · DICK®**  
DUPLICATING PRODUCTS

To make the most of the power of print  
**KNOW YOUR PRINTER BETTER!**



**His steps speed up your run**

Your printing job comes through faster because of the "step and repeat" operator. He makes it possible to print several images from a single impression of one offset plate. It's one more example of how your printer combines skill and modern equipment to help you make the most of the power of print. Call in your printer, lithographer or screen processor before you start a

print job. His experience and knowledge can help you avoid trouble, save you money and get your job to you more quickly.

We know you'll like working with your printer. We've been doing it for years in bringing him the quality papers he needs to serve you best—the most complete line in the world. The Mead Corporation, Dayton 2, Ohio.



Sales Offices: Mead Papers, Inc.,  
 118 West First Street, Dayton 2, Ohio  
 New York • Chicago • Boston  
 Philadelphia • Atlanta

## Another colorful chapter in your continued story

Here's still *another* advertisement in Mead's national advertising campaign that features you—the printer. It's the sixth in a four-color series that tells your customers how much they benefit from planning their jobs with you from the very start. And these national advertisements are only a part of Mead's 1957 program in business and trade magazines, advising the people with whom *you* do business to "Know Your Printer Better". That's because Mead has always believed in helping the people with whom *we* do business. There is a Mead merchant near you, ready to serve your needs with the world's most complete line of quality printing papers! The Mead Corporation, Dayton 2, Ohio.



Sales Offices: Mead Papers, Inc.,  
 118 West First Street, Dayton 2,  
 Ohio • New York • Chicago •  
 Boston • Philadelphia • Atlanta

# PROGRESS UNLIMITED!



*through the consolidation of*

**SINCLAIR AND VALENTINE CO.**

*and*

**AMERICAN-MARIETTA COMPANY**

Sinclair and Valentine Co., heretofore the world's largest independent manufacturer of printing inks, and American-Marietta Company have agreed to a consolidation. In the future, we will be known as the Sinclair and Valentine Division of American-Marietta Company. This consolidation, climaxing our steady growth and expansion over the past 65 years, marks another noteworthy step in an outstanding record of progress.

We believe the high standards of quality and economy that have always been axiomatic of S&V products, will now be complemented by this union, with even greater advantages for our customers and the Graphic Arts. With an increased capacity for research and development, we will have greater ability to continue to supply you with the finest products and service available.

We are sure that this consolidation will open a new era—one marked by constant progress and achievement—and we are equally confident that these benefits will go beyond S&V and our valued customers, to the entire Graphic Arts Industry.


## **Sinclair and Valentine Co.**

**DIVISION OF AMERICAN-MARIETTA COMPANY**

611 West 129th Street, New York 27, N. Y.

**STRATEGIC SERVICE PROVIDED BY OVER 45 PLANTS**





## With Hammermill Offset you can print the difference

*Ask any hunter.* It's the stock that makes the big difference in the gun you love to hold. And with Hammermill Offset, you can print that difference—show subtle variations in colors and textures. Today's Hammermill Offset reveals fine product distinctions, adds realism—and sales appeal—to your printed pieces.

*Lithographed on Hammermill Offset, Substance 70, Super-Smooth finish.*

MANUFACTURED BY  
HAMMERMILL PAPER COMPANY • ERIE, PA.



**CLEAN AS THE NEW HAMMERMILL BOND.** It isn't often that you will see a speck of dirt in Hammermill paper nowadays. Every bit of pulp that goes into any Hammermill paper gets a final cleaning through centrifugal equipment that whirls any impurities out of the pulp—equipment that Hammermill spent a half million dollars to invent, develop and install. This extra step makes Hammermill Bond cleaner than ever. Another reason why it *prints* better, *types* better, *looks* better. Hammermill Paper Company, Erie, Pa.

—yet  
**HAMMERMILL  
BOND** costs no more  
—and actually less than many other watermarked papers



TRADITIONALLY FINE INKS FOR OVER A CENTURY • LITHO INKS •

to be sure of the right ink  
for that job... simply  
call in a **GBW** ink technician

Your GBW ink technician is thoroughly trained in the chemistry of "inks in use." He is schooled in the vital role inks can play in improving the quality of the printed product, and in *reducing printers' costs!*

His quick grasp and thorough understanding of *your* ink problems will assure you of trouble-free inks for each job—inks with precisely right working qualities for your shop. He has behind him GBW's 100 years of producing better inks for better impressions. He can help you.

A phone call will bring this man to your shop.

• LETTERPRESS INKS • METAL DECORATING INKS • DIE STAMPING INKS

**GBW**

**INKS**

**GAETJENS, BERGER & WIRTH, INC.**

Brooklyn 1, New York  
Chicago 7, Illinois  
Milwaukee 5, Wisconsin  
Toronto, Canada  
Mexico B D.F.  
Salt Lake City

**Member of:**

New York Ink Makers Association  
Lithographic Technical Foundation  
Milwaukee Chamber of Commerce  
Wisconsin Ink Association  
National Association of Printing Ink Makers  
National Printing Ink Research Institute  
Chicago Printing Ink Mfrs. Association  
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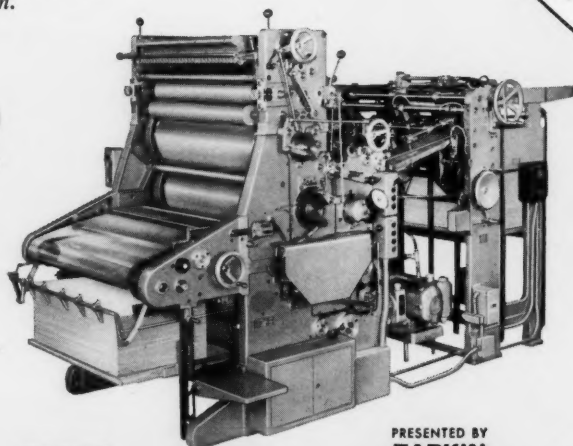
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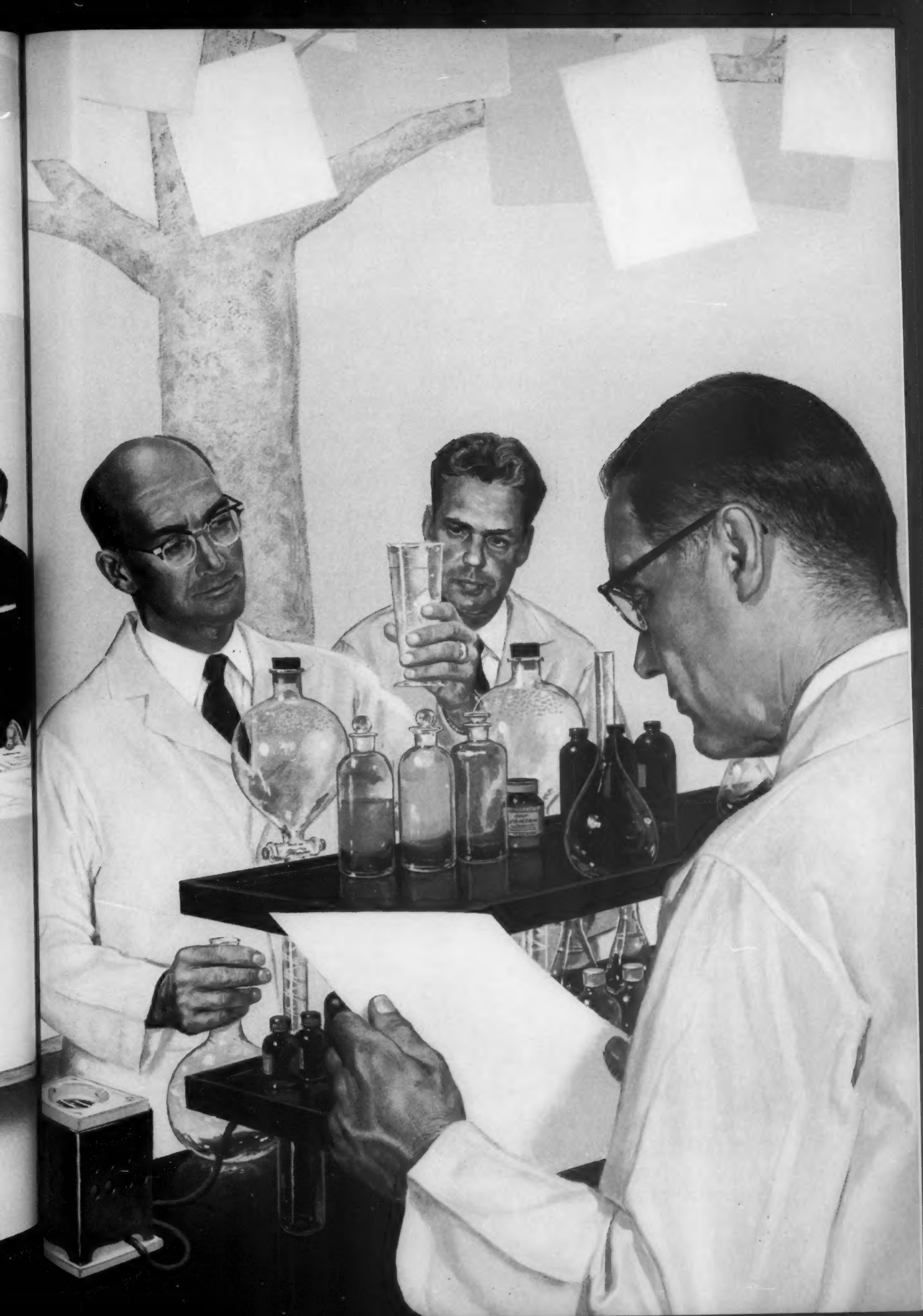
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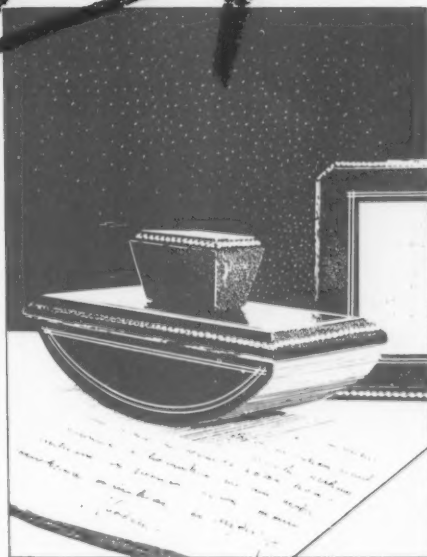
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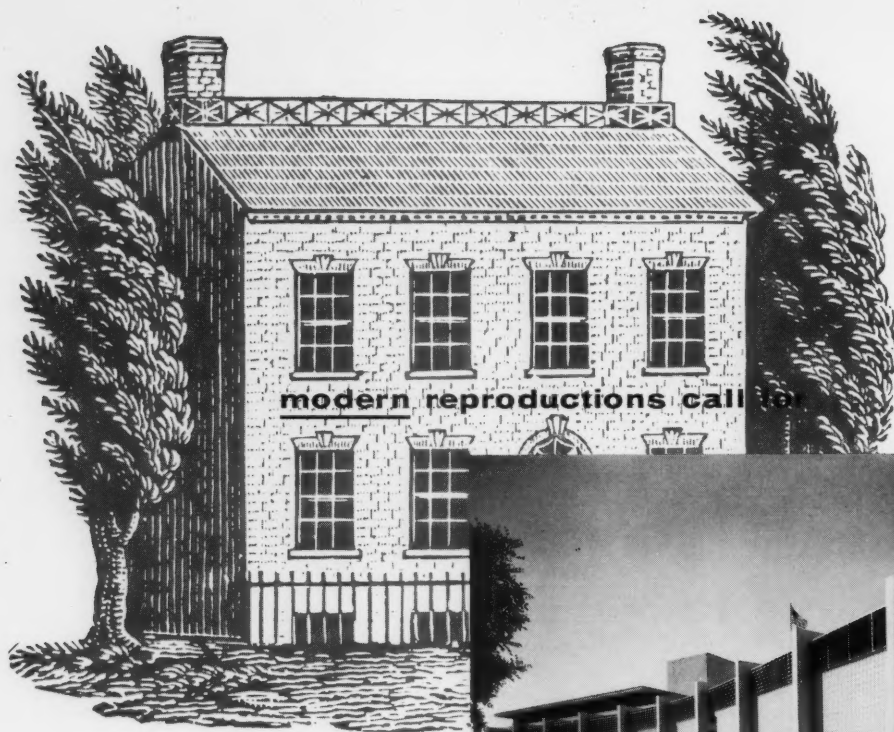
Fitchburg Vellum  
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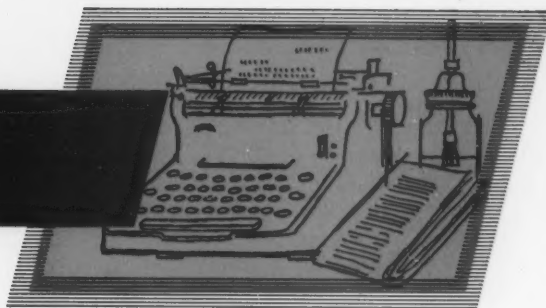
For maximum density and contrast, use *AnSCO Reprodol Developer*, the fast-working, convenient dry powder mix making 2, 10 and 25 gallons of solution. If a hardening formula is desired, use *AnSCO Acid Fixer*, a single-mix, easily dissolved powder in quart to 5-gallon containers.

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## EDITORIALS



### *LNA—PIA Merger Off*

THOSE who pay attention to rumors last month were declaring that the merger of the Lithographers National Association and Printing Industry of America was all but signed, sealed and delivered. They were somewhat startled, therefore, when LNA announced, after a meeting Sept. 17, that the board had rejected plans for the merger, terming them "unacceptable."

Not that the association is dead set against joining forces with another graphic arts trade association. On the contrary, the board set up a five-man committee of seasoned industry leaders to "explore the possibility of LNA's affiliation with various trade associations in the graphic arts."

Meanwhile, according to reports from LNA headquarters, the association is by no means curtailing its activities but is rather planning an expansion of its services to management, particularly in its various product groups, under its new executive director, Oscar Whitehouse.

Details of the proposed merger with PIA have not been made available to the trade press, but MODERN LITHOGRAPHY can only applaud the action of LNA in rejecting such a move. Many mergers, both among industry companies and among trade associations in other fields, have worked out successfully for all concerned. This is possible, obviously, only where both parties have something to gain by the merger and provided it is entered into with both on fairly even footing. Perhaps this was not the case in the LNA—PIA deliberations; ML can only conjecture at this point.

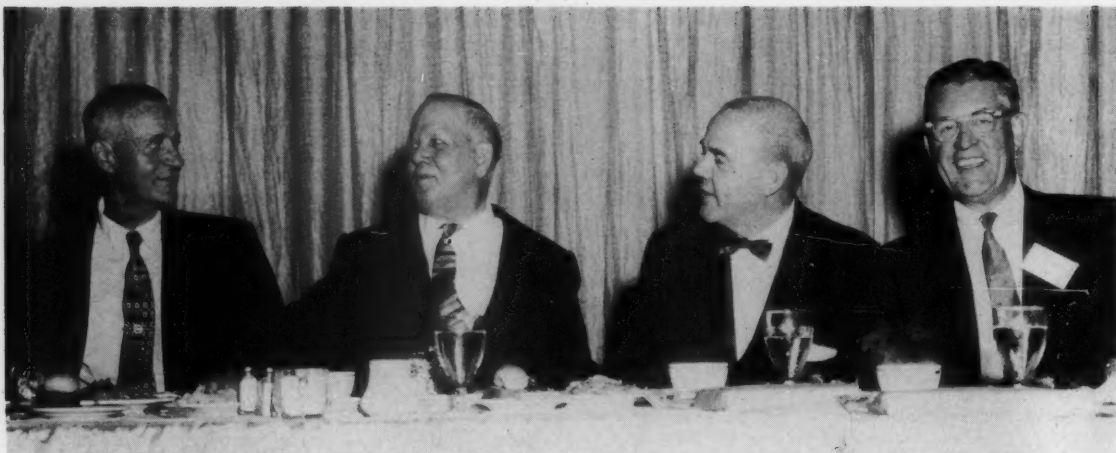
It is welcome news, however, to learn that LNA has not turned its back on the possibility of other affiliations because of the lack of success of the PIA proposal. Perhaps the five-man committee will recommend to the association directors and membership that LNA's future lies in another direction. Time will tell.

### *Tribute To Walter Soderstrom*

Speaking of trade associations, the National Association of Photo-Lithographers paused during its busy convention in St. Louis last month to honor the man who has been intimately connected with the association from its struggling depression days to its confident position in 1957. The man, of course, is Walter E. Soderstrom, executive vice president of the association. Both Walter and the NAPL celebrated their silver anniversaries at St. Louis and both were successful. Walter's friends threw a big dinner party for him and his colleagues lauded him for the fine job he has done for the past 25 years.

The NAPL celebration, in the form of a busy work-shop convention, also was a notable success, what with more than 1,400 in attendance. The program had plenty of meat on it and at one point it had reporters scampering frantically between three concurrent meetings.

Walter Soderstrom can feel quite proud of his more than 1,000 member firms. Likewise, these member firms can feel proud of the job he has done and will continue to do in the future for the association.★



Walter E. Soderstrom (second from left) who has led the NAPL for its first 25 years, is pictured at special dinner in his honor at convention in St. Louis last month. At left is first president of

NAPL, George E. Loder. At right are George R. Hoover, outgoing president; and Harry E. Brinkman, also a past president of the association, who acted as toastmaster.

## NAPL 25th Convention Draws Record Attendance; Wells Succeeds Hoover

A PRACTICAL program, excellent exhibits and fine hotel facilities combined to make the Silver Anniversary convention of the NAPL in St. Louis last month highly successful.

More than 1400 members and guests and 95 exhibitors crowded the Chase Hotel and the adjoining Park Plaza for the National Association of Photo-Lithographer's convention, Sept. 11-14.

Contributing to the success of the meeting was an enthusiastic dinner party honoring Walter E. Soderstrom, executive vice president of NAPL since its inception in the early 'thirties. Mr. Soderstrom was lauded by George E. Loder, first president of the association. At the head table also were all other past presidents of the association. Mr. Soderstrom was presented with a leather letter case and a

purse in appreciation of his spirited leadership of the group.

Another tribute was paid to William Gegenheimer, president of William Gegenheimer Co., Brooklyn, for "outstanding contributions to the lithographic industry."

The association elected Otis E. Wells as new president, succeeding

*Before adjourning, NAPL chose Boston for the 1958 convention, which will be held Sept. 28—Oct. 3 in the Statler Hotel.*

George R. Hoover, who stepped down following his recent recuperation from a heart attack. Mr. Wells is president of Western Lithograph Co., Wichita. Stanley R. Rinehart, of Du Pont, continues as vice president.

Following are summaries of the

talks and panel discussions from the "work-shop" convention. (For details of three concurrent panel discussions and the Saturday technical session, see page 38.)

### Work Simplification

One of the industry's leading speakers on work simplification, Stanley R. Rinehart, manager of the printing division of Du Pont, gave the opening talk at the convention, following the invocation by the Public Printer, Raymond Blattenberger, and a welcome by Mr. Hoover.

Mr. Rinehart projected pages from a book on work simplification, which he helped prepare, on a screen to show graphically how it is possible to analyze existing operations, step by step, to find an easier, less expensive way of doing them.

"There are several ways a litho

shop can reduce its costs," he suggested. "For example, you can lower your quality, cut wages and salaries, or have all employees work harder. These have many obvious disadvantages," he went on, "and we are left with improving methods so that the employees can produce more without more effort."

The speaker listed the following five steps as the basic technique of work simplification in a lithographic or any other operation:

1. Select the job to be improved.
2. Break down the job in detail.
3. Question the job and each detail of the job.
4. Develop the new method.
5. Apply the new method.

Mr. Rinehart showed how to prepare and use flow process charts and work flow diagrams as a basis of examining each operation in detail.

"In applying new methods," he cautioned, "remember that it is human nature to resist change, resent criticism and be suspicious of what we don't understand, so the man on the job must be sold on the new method — and you can't shove an idea down his throat."

#### **Photographic Masking**

Donald R. Spear, technical representative for Eastman Kodak Co., used a recent Kodak publication, "Masking for Reflection Copy," as the basis of a talk on masking for color correction.

He described in simple terms what a mask is, the various types of masks and how they are used, and the materials employed. He listed the objectives in masking for color separation, the selection of inks and other considerations.

#### **Building Better Business**

Marshall L. Russell offered long range planning and teamwork as two things which will help assure better business. The sales manager of Spaulding-Moss Co., Boston, said long range planning "does not assume that there will be smooth sailing or ideal business conditions. The unexpected in no way affects the practicality of planning. One of the values to be derived is that it helps keep manage-

ment from getting panicky when reverses or dips occur. Right at the start you will be able to spot areas that probably will need some revisions along the way."

He said the following questions were asked — and answered — before setting up a long range plan for the coming five years:

1. What would our volume of commercial job work have to be by 1961 in order to show good growth and profit?
2. What changes and additions to the selling organization would be necessary in order to do the job?
3. What new or additional equipment would we need and how much would it cost?
4. What new or additional production personnel would be added?
5. What space would we need?



#### **New President**

*Otis E. Wells, new president of the NAPL, was born in St. Joseph, Mo. in 1906. He is married and has three children and two grandchildren. He started in the graphic arts with the Combe Printing Co., St. Joseph, in 1924. Today he is president of Western Lithograph Co., Wichita, Kan., leading color lithographers. Under his leadership for the past 10 years, the company has shown a sales growth of 700 percent. The plant has 125 employees and maintains sales offices in Dallas and Houston.*

6. What profit could we expect from the operation?

7. What new lines could we look to for additional volume, and here again, the points of equipment-personnel-space and profit?

Mr. Russell declared that long range planning is "the one really new technique that can give a company a major competitive advantage."

A. J. Fay, of Western Printing and Lithographing Co., advised consideration of these steps for building better business: select salesmen by analyzing the job and using the results of personnel research; develop a sales program and teach salesmen the various litho operations; pre-test the sales program; assign accounts according to the salesmen's aptitudes; promote the company and its products; and maintain sales morale by an equitable method of remuneration.

William T. Clawson, of Harris-Seybold Co., emphasized the importance of self-advertising in building business.

"Why not send out a mailing showing the best job of the month in your shop," he asked, "which would call attention to one of your customers and, at the same time, show the quality of your work."

He also recommended use of direct mail advertising and advertising in newspapers, although he said there is "too much waste circulation" in the latter.

"Your efforts must be consistent even if they are very modest," he asserted, "and your prospect list must be kept accurate and up to date. Avoid nick-names and incomplete addresses. And when the returns come back, consider yourself lucky if the return is one or two percent of the mailing."

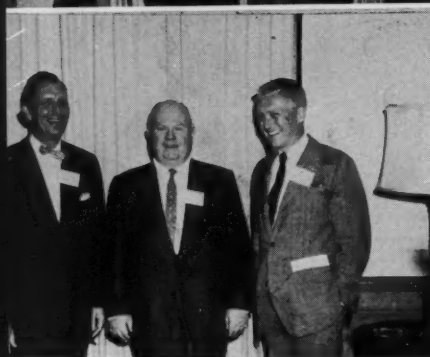
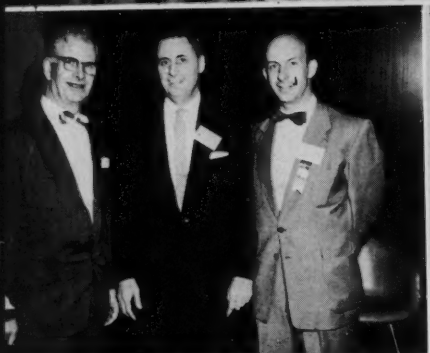
Charles V. Morris, of Reinhold-Gould, Inc., was in the hospital for a check-up and could not appear.

#### **Paper Needs**

"You can't expect coated two-side printing papers to have relative humidity equivalent to one-side coated sheets," Ronald I. Drake, of The Champion Paper and Fibre Co., advised.

Mr. Drake, speaking on the topic







## In the Photos

**1st Row:** Cincinnati Lithograph group: Rear (l.-r.) Thomas Brinkman, Charles Smith, Earl Rusche and Harry Brinkman. Front (l.-r.)—Howard Woods, Robert Stone and Richard Fischer. John Porter, ATF; Albert Feldman, Howard Co.; Edward Bevilacqua, Editors Press; Vernon Hart, Hart Printing Co.; Rear—Paul Heideke, Arthur Eckert, Columbia Lithograph; and A. G. McCormick, Jr., McCormick-Armstrong; Front—Mrs. McCormick, Mrs. Heideke and Mrs. Eckert.

**2nd Row:** Charles Kenney, Southern Graphic Arts Association; J. Tom Morgan, LithoKrome Co.; C. W. Simonds, Eastman Kodak; Walter E. Soderstrom presenting gift to outgoing president George R. Hoover and his wife; Russell Johnson, DuPont Printing Div.; J. Leonard Starkey, McCall Corp. and NALC president; and Stanley Rinehart, DuPont Printing Div.

**3rd Row:** Carl Gerak, Cavanaugh Printing; Raymond Benz, Hallenberg Press; Norman Mack, VanSon Holland Ink Co.; J. R. Gieg, ATF; Walter Bruehs, Lewis Roberts; Lawrence Littman, Lord Baltimore Press; Mr. and Mrs. Michael Bruno; William Recht, Sr. and Jr., William Recht Co.

**4th Row:** A. P. Reynolds, S. D. Warren; A. J. Fay, Western Printing & Lithographing Co.; John Kronenberg, S. D. Warren; William Gable, Amercolor Process Co.; J. H. Shaw and Norman Neilson, both Dayton Rubber Co.; Albert Berliner, Anchor Chemical Co.; H. Quadracci, W. A. Krueger Co.; Arthur Humboldt, Dayton Rubber.

**5th Row:** Frank O. Hendrix and H. R. McCall, both Hunter Publishing Co.; Frank Hamilton, Story-Wright Inc.; Raleigh A. Hunter, Jr., Hunter Publishing Co.; Ben Sugarman, Consolidated International Equipment & Supply; Mr. and Mrs. M. C. Byrum, ByChrome Co.; William Stevens, Michle; Charles F. King, Calvert Litho Co.; Lee Augustine, Printing Machinery Co.; Ferd Voiland, Hall Litho Co. and Craftsmen president.

**6th Row:** Charles Cook, Haynes Lithograph Co.; Charles Spiro, Litho Chemical & Supply; Albert Eisenbraun and Carl Goerbing, both Rochester Folding Box Co.; Anthony Nickolaus, Sinclair & Valentine; Charles Bohrer, Western Lithographing Co.; Bert Menne and Thomas Dunne, both Lithoplate, Inc.; Arthur Olney, Harris-Seybold; James Willis, Nick Herman, Charles Andrews and David Schulkind, all of E. P. Lawson Co.



### Award Winner

*William Gegenheimer, president of William Gegenheimer Co., Inc., Brooklyn, was honored at the NAPL convention for "the outstanding contribution and guidance he has rendered to the members of the NAPL in the advancement of the lithographic industry." Mr. Gegenheimer has spent 67 of his 80 years in the graphic arts. In 1927 he invented the Baldwin Press Washer and later the Lithographic Water Level and Ink Agitator and Water Stops. He attended the convention with his son, Harold, who is associated with him in the business.*

"Meeting the Paper Needs of the Lithographer," said that coated sheets are constantly being improved and that in the future "perhaps no uncoated papers will be used in graphic arts." He added that even gas station road maps soon would be produced on coated stock.

He described the expansion in the paper industry and said he foresees "no shortage in sight for fine printing papers." Turning to quality and consistency of paper, he mentioned the many tests paper mills use to assure top quality, but he said the human element going into its manufacture makes paper subject to some failures.

"We are sending paper men to printing schools to learn about the qualities you expect in a litho paper," he stated, "and paper companies are

hiring pressmen to help them improve their sheets."

But Mr. Drake gave little comfort on the price situation. "I can see no letup in the cost spiral," he concluded.

### Advertising Program

"Advertising may not always make an immediate sale, but at least it will make the potential buyer hesitate to turn your salesman away when he comes to call."

That was the defense of advertising offered by W. A. Reedy, of the advertising division of Eastman Kodak. Mr. Reedy explained that the purpose of advertising is not to make a quick sale but to make the buyer a little more receptive to the selling effort of the salesman.

In using photographs in advertising, he went on, there are many technical considerations of composition, contrast, etc., but as a good general rule, "the print for reproduction is the print you like."

### Three-Color Process

S. G. Hall, of Eastman Kodak, proved to be a highly entertaining moderator of a discussion of three-color process lithography. On the panel with him were John Colwell, Colwell Litho Co., and Robert Tucker, Rochester Polychrome Press.

Mr. Hall narrated a showing of color slides depicting the application of three-color in graphic arts and the methods and equipment needed for its production. He stressed the point that the process, also called "pleasing color" is not aimed at down-grading four-color work but at upgrading former black and white jobs to color at a reasonable cost.

In a question period that followed, both speakers said they show proofs whenever possible, that there are "many variables" which affect cost; that a set of separations can be made in about four hours; and that a plant with a two-color press can do three-color jobs quite well.

Both Mr. Tucker and Mr. Colwell said that they prove jobs on a single-color press, and they agreed that a densitometer is essential.



## In the Photos

*Three-Color Panelists:* (l.-r.) Robert Tucker, S. G. Hall and John Colwell.



*Presensitized Plates:* (l.-r.) Robert D. Kincaid, Chester Gramstorff, E. B. Fritz, moderator Otis E. Wells, Thomas Dunne and W. G. Carrothers.



*New officers and board of directors of NAPL.* Otis E. Wells, elected president, is in center of first row.



*Robert S. Emslie, Jr., NAPL secretary, moderates small press panel discussion.*



*Building Better Business panel:* (l.-r.) Marshall L. Russell, A. J. Fay and William T. Clawson.

One other questioner said that he had a four-color shop and wanted to know if he could just drop one color and do three-color process. Mr. Colwell said that essentially he could if he bought separations outside.

#### **Accounting, Costing**

A call for more mergers in the graphic arts industry was made by Jacques J. Tisne on a panel discussion of accounting, costing and estimating.

Mr. Tisne, vice president of Schlegel Lithographing Corp., declared that "our industry needs larger units of production to operate efficiently. A great majority of litho shops are too small. They would be better off if they combined their operations with other shops."

He warned, however, that mergers "in themselves are no panacea," and that they "won't stimulate sales in a sluggish market."

John Coffey, secretary of Photo Reproduction Corp., covered the subject of budgeted hourly costs. "Budgeted costs make sense and are helpful if they are accurate and not based on guesswork. They should be founded on definite records of past performance, and must be adjusted as costs rise."

He added that, in his opinion, costs of film, ink, metal and graining should not be included in budgeted hourly costs because these are "materials."

Planning the purchase of new equipment was aired by Milton Hudders, vice president of Recording & Statistical Corp. Mr. Hudders said that equipment is divided into two basic categories: non-manufacturing items, such as cafeteria units, first aid equipment, etc.; and machines and equipment for production of printed material.

"The long term use of the equipment is the important consideration," he said, "and we must study the return on our investment over a period of five or 10 years to determine its usefulness."

On a blackboard, he outlined a basic bookkeeping procedure for determining the time needed to recover an investment in a new press.

Oliver F. Ash, Jr., of Conner, Ash  
(Continued on Page 143)



Past presidents of NAPL applaud Walter E. Soderstrom at special dinner in his honor. From left, Merle S. Schaff, George E. Loder, Mr. Soderstrom, Harry E. Brinkman and Paul A. Heideke.

#### **Walter Soderstrom Honored**

Walter E. Soderstrom, executive vice president of the National Association of Photo-Lithographers, and its leader since 1933, was honored with a special dinner on Thursday evening, Sept. 12 at the St. Louis convention of the association. The dinner was held in the Chase Club of the Hotel Chase.

George E. Loder, first president of NAPL, praised Mr. Soderstrom for his able leadership and enthusiasm during his 25 years of service to the organization. Mr. Loder recalled how Mr. Soderstrom was hired at his first meeting with him "for a very small salary." Through the depression, the war years and the post-war era, Mr. Loder continued, Mr. Soderstrom has brought the association to a position of great importance in the lithographic industry.

Also at the speaker's table were eight other past presidents of the NAPL.

All past presidents of NAPL, who attended special Soderstrom dinner, pose for this group photograph. Seated (l-r.) George E. Loder, George R. Hoover and Paul A. Heideke. Standing (l-r.) A. J. Fay, A. G. McCormick, Jr., Merle S. Schaff, Harry E. Brinkman, Charles E. Mallett, new president Otis E. Wells and Rex G. Howard.



## Saturday Quiz



Technical panel at Saturday session: (l.-r.) Michael H. Bruno, LTF; Theodore F. Makarius, Pope & Gray, Inc.; Ronald I. Drake, Champion Paper and Fibre Co.; Dante V. Mazzocco,

former president, Lithographic Engravers & Platemakers Association, Inc.; Norman Kistner, Western Printing and Lithographing Co.; and moderator William J. Stevens, Miehle.

## Color, Paper Moisture and Air-Conditioning

**PRESIDING**—William J. Stevens, Miehle Printing Press and Mfg. Co. **TECHNICAL**—Michael H. Bruno, Lithographic Technical Foundation. **PRESS**—Norman Kistner, Western Printing and Lithographing Co. **CAMERA**—Dante V. Mazzocco, former president of Lithographic Engravers & Platemakers Association. **PAPER**—Ronald I. Drake, The Champion Paper and Fibre Co. **INK**—Theodore F. Makarius, Pope & Gray, Inc.

In addition to the technical session on Saturday, Benjamin Sugarman, president of Consolidated International Equipment & Supply Co. showed a film depicting scenes at the Graphic 57 Exhibition earlier this year in Switzerland. In the afternoon, Mr. Bruno and Frank Preucil presented a live and film discussion of masking and color correction.

Following are some of the questions and answers from the technical session:

**Q: What equipment is currently available for color quality control?**

**A:** Probably the most useful instrument is the reflection densitometer, which is an excellent piece of equipment at a reasonable price. Several companies manufacture instruments of this type.

**Q: Are vulcanized oil rollers better than synthetic rubber for ink coverage on the plate?**

**A:** Much depends on the press size. Often it is found that these rollers are used together on one press. At present it seems to be a matter of individual preference.

**Q: Should moisture content be specified when ordering paper from the mill if the press operation is located in a non air-conditioned room?**

**A:** Tell the mill the average humidity of the geographical area, rather than the moisture content. Knowing this, the mill can supply paper which will provide best results for the range of humidity in the area.

**Q: Should air-conditioning in the camera and platemaking departments have priority over the pressroom?**

**A:** Certainly both departments should be air-conditioned when possible. Air-conditioning is very helpful in the press room when multi-color register is being done. However, it is most essential to have air-conditioning in the plate room when coating plates. And in the camera room it will help to eliminate dust and specks on the film.

**Q: Why is it difficult to match sheets from one run to another using the same plates?**

**A:** Plates usually tend to be sharper the second time they are run and will reproduce a sharper image than on the original run. Press and paper variations, of course, will affect the matching of the same job on a rerun.

**Q: Is there any method whereby areas of a surface plate which have been gum blinded can be made to print again?**

**A:** Although there are chemicals which will help to revive a plate that is blind, usually it is found advisable to remake the plate.

**Q: Does use of quick set of flash dry inks retard the life of an offset plate?**

**A:** The use of these inks will not in itself retard the life of an offset plate. In fact, most presensitized plates are run with quick-drying inks.★



## Small Presses

PANELISTS—Harold F. Cook, Addressograph-Multigraph Corp.; John C. Jackson, American Type Founders Co.; Robert Cairns, Davidson Corp.; Frederick Kurzmann, A. B. Dick Co.; Eldren P. Nalley, Harris-Seybold Co.; and G. W. Bassett, Miehle Printing Press and Mfg. Co.

In a general discussion at this meeting, panelists talked about steps a printer should take to compete with letter shops. They agreed that a duplicator unit should be in a separate department in the offset shop and Mr. Cairns added that it should be under supervision of a separate manager. Mr. Bassett suggested that "most letter shops are just as much printers as printers are." Mr. Cook asserted that a duplicator unit "is ideal for teaching apprentices but, at the same time, it should produce saleable copy, such as letters."

Following are some of the other questions and answers:

*Q: At what point does the economy of a small machine stop?*

BASSETT: After about 18,000 impressions, it is generally better to go to a larger press.

COOK: A small press can be used to keep a customer happy. If he needs 100,000 forms right away, you can run 5,000 on a small press to get him started, then put the job on a larger press, when it is open.

*Q: What are the advantages and disadvantages of non-molleton dampeners?*

BASSETT: Immediate moisture is available with the non-molleton (paper and knitted) dampeners. They are much easier for the inexperienced worker. COOK: Both are being used and both need improvements. NALLEY: Molleton is better where brilliant colors are required.

The session concluded with a discussion of the quality possible from a small press. It was agreed that small presses are capable of high quality if the pressman and others take care to "get it out of the press." ★

## Presses 17 x 22" and Larger

PRESIDING—Bernard S. Rosenstadt, Ardlee Service, Inc. PANELISTS—John Porter, American Type Founders Co., Inc.; Joseph J. McConnaughey, Jr., Harris-Seybold Co.; Albert T. Kuehn, Miehle Printing Press and Mfg. Co.

Following are some of the questions and answers from this panel, which concentrated on dampening problems:

*Q: Are paper dampeners valuable as standard equipment?*

A: On small and medium presses good results have been obtained with paper dampeners and most users are quite enthusiastic. But only a small percentage of presses are ordered today with this dampening system. However, the trend is increasing.

*Q: Are there presses on the market that have completely*

*eliminated dampening rollers?*

A: To date there are no large presses that operate without dampening rollers, carrying the water to the plate in the ink. Experiments are underway that may result in successful application of the no-dampening principle.

*Q: What is the experience with plastic form rollers?*

A: Virtually no experience on offset presses to date.

*Q: Is it possible to do perforating on an offset press with a long run?*

A: Offset presses are not, of course, designed for perforating, other than by strip attachments taped to the plate. On long runs on a large press cost involved in damaging blankets must be considered. ★

## Preparatory Processes

PRESIDING—William H. Falconer, Eastman Kodak Stores. Panelists—Victor A. Friese, Inland Lithograph Co.; Milton Mild, Western Printing & Lithographing Co.; Willard Roeder, Beaumont Art Studios; Harold W. R. Rohne, Letterhead and Check Corp.; and Louis Borlinghuas, Jr., Warwick Typographers, Inc.

*Q: What are the pros and cons of color prints and transparencies for reproduction?*

FRIESE: Transparencies are usually sharper than prints, but viewing of them still is not standardized. MILD: The buyer is sometimes surprised when we have to compress the brilliance of a transparency (about 3.0 density) to a reproducible density (about 1.4).

*Q: What's the best way to handle a wash drawing with a dropout?*

FRIESE: There are many ways, but I like to use a magenta screen.

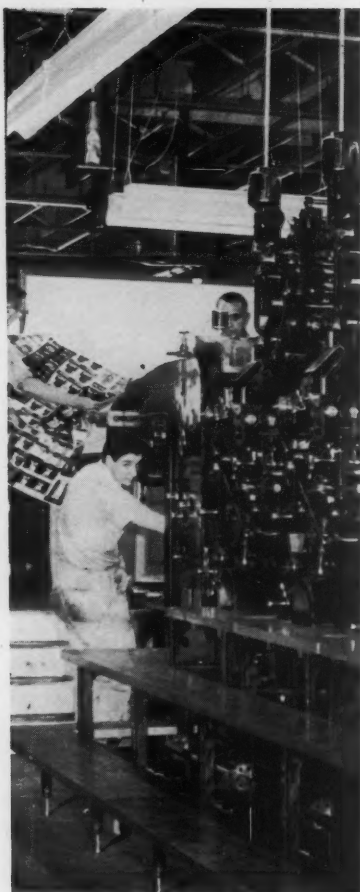
*Q: Has the industry told the printing buyers the limitations of the offset process?*

MILD: Generally not, but we get together with the customer when the job is initiated, to tell him just what he can expect. We use color blocks for comparison of the art work with the expected finished job. For this purpose, the LTF color chart looks very good.

*Q: In a three-color job, the separations were in register on the table, but out of register on the press. Why?*

ROEDER: If you used ordinary film, it might have

(Continued on Page 140)



... skilled pressmen in short supply

WHAT is the national outlook for the lithographic industry for the remainder of 1957 and for 1958? Will business continue at a high level and will unemployment be held at virtually nil?

In order to bring our readers abreast of the prospects for the litho industry, MODERN LITHOGRAPHY asked its correspondents in a half dozen cities around the United States to check with local graphic arts associations, litho shops and supply houses to get the low-down. In essence, here's what they reported:

- Business is "good" to "pretty good" to "excellent" depending on where your plant is located. Many lithographers say their shops are filled with work with no letup in sight. Others admit that things are getting tighter — that the seller's market predominant in most of the post-war years has finally slackened off a bit.

Costs are up, they declare, and prices have been cut in many cases. Competition is more keen than in almost any year since 1946. In sum, the outlook is still optimistic, but the optimism is tempered by many if's, and's and but's, and quite a few printers are reluctant to prophesy an indefinite boom in the industry.

- There is virtually no unemployment in the litho industry, judging by ML's reports. Shortages of skilled help are reported from all sections, particularly dot-etchers, pressmen and strippers.

- Wages have risen in nearly every section, but not by the big leaps so common three or four years ago.

- It would seem that most litho shops are operating just one shift (in many cases "with lots of overtime") with some larger shops keeping two or more shifts busy.

- No layoffs are in sight, accord-

ing to our correspondents.

- Expansion of plants and purchase of new (often larger) equipment continues around the country, but in some spots lithographers are buying "for replacement, not expansion."

- Competition apparently is coming from two areas: small litho shops which are using newspaper advertising and direct mail campaigns in a push for more business; and recent "converts" to offset who previously confined their efforts to letterpress.

Here are the reports from the various regions of the country:

#### ***Cincinnati: 'Steady'***

The lithographic industry in Cincinnati is maintaining a steady production pace, and advance orders and queries indicate this pace will be maintained well into next year, provided there is no appreciable decline

## *the Litho Picture:*

- *Skilled Labor Short*
- *Business good*
- *Future uncertain*
- *No layoffs in sight*
- *Wages up slightly*

*Survey by ML Staff Correspondents*

in the overall national economy.

Currently, a considerable number of the city's 66 litho plants are completing large runs of catalogs, illustrated price lists and related printings for the holiday season. They also are turning out a great variety of material which will be an important phase of promotions for the 1958 lines of automobiles — along with spring seed catalogs and the steady runs for numerous other national users of litho-printed labels, cartons, boxes and other containers.

As a result, the employment situation is steady and is expected to remain so. There is no appreciable unemployment because of the fact that a considerable number of plants have been — and expect to continue — operating two or more shifts. At the same time, no shortage of skilled workers is reported, and none is anticipated at any time during the months ahead.

Wage scales and a 35-hour work week for all shop employes are fixed under a two-year union contract which expires April 30, 1958.

In order to handle the increasing volume of business, expansion programs are almost constantly underway at numerous Cincinnati litho plants, and several are planning new plants or now have them under construction. Virtually all the plants are steady purchasers of new equipment which speeds production and cuts production costs.

— Edgar C. Hanford

### Chicago: 'Very Busy'

Chicago lithographers report that, in general they are "very busy" at the moment, although many expect to finish 1957 with a lower total volume of business than they handled in former good years. Because of inflationary pressures, coupled with competition, prices have been cut to the bone and operation on narrow profit margins is reported common. All lithographers interviewed expressed grave uncertainty as to the future.

Printing buyers complain of high prices and, if the spiral of labor and materials costs continues to soar, the

industry anticipates a reduction, already manifest to some degree, in future demands for litho products.

There is little, if any, unemployment in the Chicago litho industry. One recent Sunday newspaper carried more than 20 "help wanted" ads for offset craftsmen, with pressmen and strippers in predominate demand. Due to the union contract, wages are steady and the 35-hour week prevails with little overtime.

One-shift operations are the usual practice. Some plants run two shifts and a few operate three shifts, depending on the nature of the business handled. Where, for instance, a large 76-inch press is used, it must be kept busy continually to make it pay, it was pointed out.

One lithographer said he is pondering the advisability of adding a new 76" press, but solely as a "sales stimulant," since it would enable him to take in work for which his present equipment is not qualified. He conceded it would be a highly speculative gamble. Other Chicago lithographers are cautious and buying new equipment only for replacement, not for expansion. This, in turn, affects the business of the supply houses.

As an economy move, it was learned, some firms are installing camera and platemaking facilities.

One trade platemaker reported considerable estimating being done for multi-color work, but complained that "it does not always materialize into orders." His platemaking is mainly for catalogs, booklets and promotional folders, for firms with close advertising agency relations. With Christmas in the offing, plates for gift wrappings are currently "rush" business, he said.

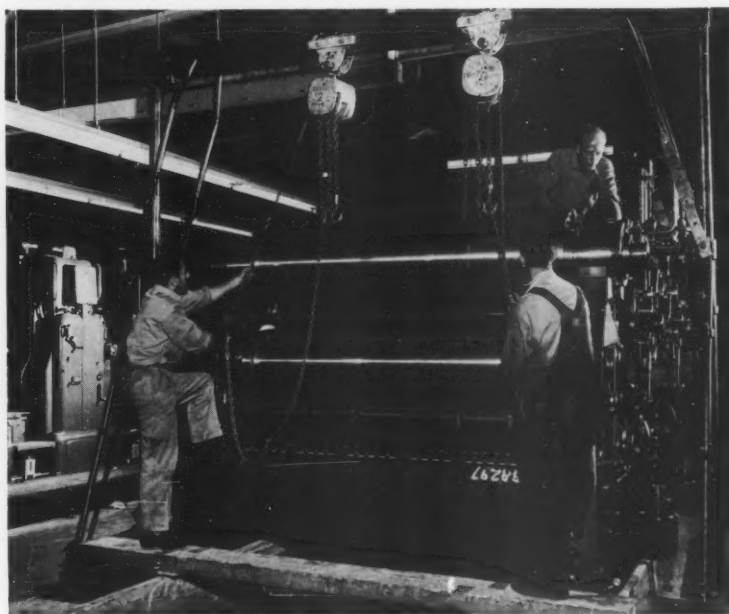
— H. H. Slawson

### Houston: 'Personnel Shortage'

The over-all picture of employment in the lithographic industry in this area is very good. Except for the usual summer slow-down, which seems to be over now, most plants are running at normal capacity. Unemployment seems to be very rare — in fact, there is a shortage of trained personnel in almost all areas of the industry. This shortage is not something that has occurred just recently. It is a build-up from the war years when few young men were able to enter the industry.

The condition will continue, I feel,

Four-color Miehle offset press, 52 x 76" is installed at H.S. Crocker Co. plant in San Bruno, Cal. It has a capacity of 6,000 sheets an hour and soon will go into production on labels, advertising matter, postcards and greeting cards. Crocker also recently added a single-color Miehle.



until the industry does a better job of recruiting young people. With more and more new lithographing equipment being sold, volume of business increasing, and the tendency of industry as a whole to cut the work week, this need is growing more and more pressing.

Wage rates are inching upward as in other industries. No layoffs are anticipated in the future. The outlook for the remainder of the year would indicate that this should be another top year, with no reduction expected to change the picture.

Presently the average work week in this area is 40 hours, with no reason to expect a reduction any time in the near future. Most of the plants are on a one shift operation, but there are a few that run a reduced second shift.

Many letterpress plants are adding offset equipment and some of the lithographic plants are expanding with larger equipment and multi-color equipment. The over-all picture seems to be about the same as the past couple of years.

Skilled personnel, or the lack of sufficient and properly trained personnel in all areas, seems to be the biggest area of concern. A more concentrated effort on both the national and local scene seems to be the answer to this problem, and it will take several years to alleviate. Cooperation with schools and industry organizations in their efforts to recruit young people into the industry will help greatly, it is felt in this area.

— J. V. Burnham

#### **Boston: Many 'Converts'**

From all quarters—graphic arts associations, clubs, management and labor—the business picture of Boston is on the upswing in both quality and quantity.

Best evidence of conditions in offset lithography hereabouts is the number of letterpress firms which have added offset printing to their operation.

Expansion of other firms to handle the increased volume of business already on the books and to absorb the ready business that sales representatives are bringing in, is a result of these 'conversions.'

Checks of supply houses, ink manufacturers, paper merchants, and the allied segments of the industry show that offset printing is on the go. Color lithography is starting to boom.

Wage rates are climbing, as the contracts signed some months back indicated they would.

— Sidney James Paine

#### **San Francisco: 'Expansion'**

The San Francisco Bay Area's lithographic industry is currently expanding, as are all service industries in this region of expanding population. Growth is taking place in all branches, from the big San Francisco label houses and the East Bay business forms manufacturers (which produce over half of their combined output by offset lithography) to the little plants which are adding a camera or a second press.

Many small and medium-sized commercial letterpress printers have added lithographic equipment in the past three years, and such large San Francisco plants as the James H. Barry Co., which prints publications, and Phillips & Van Orden Co., which turns out telephone books and newspapers and now an increasing number of publications, have also become combination plants.

A survey of equipment that has gone into Northern California plants under Amalgamated Lithographers of America jurisdiction (mainly in San Francisco) in the past two years has just been completed by Ivan Brandenburg, president of the San Francisco local. It shows that four four-color presses between 59" and 76" have been added. Six two-color roll-fed lithographic presses up to 34" have also been installed. Six sheet-fed two-color presses over 40" have been added, and six more under 40".

As for single-color presses, 58 up to 45" have gone in, 34 of them in the increasingly popular 29" size. Other presses that are increasing in popularity in this area, according to Mr. Brandenburg's findings, are 14 x 20" single color (superseding 10 x 14" in many plants), and two-color presses under the 40" size.

Not included in this survey are lithographic presses installed in the

East Bay box plants and business forms plants, both of which groups have been expanding rapidly, and Phillips & Van Orden's four-color web-fed ATF.

There is almost full employment in this area. Although there are generally acknowledged to be enough men to supply the demand, many employers are critical of the quality of the craftsmanship of those available. This situation is not peculiar to the lithographic industry; there is in this area at this time a shortage of skilled labor in almost all fields. In lithography, good strippers, platemakers and dot etchers are mentioned as particularly hard to find.

Only the large plants operate more than one shift. The commercial lithography companies keep to one shift with, as a general rule, lots of overtime. The basic work week for East Bay commercial lithographers (in AFL shops) is 36¼ hours as of Sept. 30. In San Francisco, where most lithographers are under ALA contracts, it is 35. No layoffs of any importance are anticipated. The commercial shops are fairly free of seasonal slumps, and the label houses go a long way toward ironing out theirs by adjusting vacation schedules.

Business as a whole is said to be not as good as it has been in the past few years but still on a satisfactory level. Employers look for conditions to be good the remainder of this year but are reluctant to prophesy about next. Wages have continued to rise steadily. A few firms are just now raising prices to catch up with increased labor and materials costs, and this may cause a temporary disruption of small and medium-sized accounts until prices level off.

— Ruth Teiser & Catherine Harroun

#### **St. Louis: Need Salesmen**

The Graphic Arts Association of St. Louis says it gets more calls for help in the lithographic industry than it is able to fill. This is true in all job classifications. Fred E. Winsor, executive vice president of the association, says "there always has been a shortage of skilled labor in the litho

(Continued on Page 141)



*Delicate reproduction of Chinese print on rayon laminated to cardboard sheet.*



**Bernard Press tries—and succeeds—with**

## Offset on Rayon

A JOB that the experts said couldn't be done—reproduction by offset of hand-painted Chinese illustrations on rayon silk fabric—recently was accomplished by Bernard Press, 37 West 20th Street, New York. Martin L. Dugow, president of the company, is quite proud of his staff's work on the project, for few experts can tell the offset reproduction from a hand-painted original or a first-class screen process job.

Long favored for decorative purposes because of their fine subtle brush work and distinctive beauty, hand-painted Chinese illustrations have been out of the price range of most home and office owners and decorators. Some moderately successful reproductions by screen process have been made, but here again cost was a factor and often the screen process work could not measure up to the quality of the hand-painted original.

The decision to try offset in this completely new field was made by Silas Levey of Cameo Miniatures, Inc., Ozone Park, N. Y., a manufac-

turer and distributor of Cameo Miniatures and decorative accessories for home and office furnishings.

### *Soft Tones, Lines*

"What we were looking for," said Mr. Levey, Cameo's president, "was a faithful reproduction of the soft tones and delicate lines characteristic of Chinese paintings. While the lithographic process could make an exact reproduction we knew there would be an extremely difficult technical problem in putting that reproduction on rayon-laminated board. Several printers, and in fact the laminator himself, said this was impossible, but we are glad to say that the results have met all our expectations."

The original artwork was hand painted in seven colors by artist Lola Frank on champagne colored silk. The specifications called for its reproduction on a lightly woven rayon fabric laminated to cardboard.

Color separations were made by the Knudsen process by the Offset Printing Plate Co. of New York. Because of the soft line and tonal qualities,

characteristic of Chinese paintings, special care had to be taken in camera and platemaking. While this in itself was a challenge, the real problem was presswork.

"In the first place," Martin Dugow, of Bernard, recalled, "the 'sheets' were 18 point, heavy board. The glue which laminated the very loosely woven rayon fabric to the board had exuded through the threads so that many of the sheets were stuck together. In addition the stock was somewhat warped, so that we knew we would have inconsistent feeding and trouble on the press because of the curls and waves."

The press chosen for the job was an ATF Chief 29, a high-production press used for Bernard's general commercial and trade work. The press's features which made it ideal for high production were found to be the same features which could produce the precision quality work needed for the illustrations.

### *Expensive Sheets*

The laminated board cost \$1 a

piece so the 19½ x 28" sheets had to be handled with care. At a dollar a throw, sheet spoilage could be quite a problem. Lint edges on the boards were removed by trimming. The stock was rolled to break the curl and the sheets fanned to break the glue bond between them. While the Chief 29's feeder capacity is over 22", the job was fed in lifts of about 200 since the stock was difficult to handle.

On press speed there had to be another compromise to meet the tough requirements of the job. ATF's rated speed for the press is 5,000 impressions per hour, though Bernard Press runs a good deal of work at 5,500 an hour, and occasionally over that. The Chinese Chippendale job, on the other hand, was run at about 1,000 an hour because of the stock's heavy weight and the frequent stoppages due to the stock's curl and wave. A jam-up of material which does not tear like paper could easily have sprung the grippers and damaged the press.

Hard fast inks were necessary for instant drying as slow drying inks on the fabric stock could have resulted in off-set. Special inks for the job were made by Sleight & Hellmuth.

In addition to the process colors — red, yellow, blue and black — the job also ran green, pink and white. The color sequence was white, yellow, red, blue, green, pink and black. The black was also used for a few strike sheets at the beginning of the job.

White was run first in order to point up the brightness of succeeding colors where needed.

### Two Colors a Day

Two colors were run a day, to dry overnight in lifts of about 500 to prevent off-setting. On the third day it was possible to run the final three colors because after four runs through the press the stock was flattened sufficiently for easier feeding. Lint was one of the big threats in the job but very little difficulty was experienced for the pickings did not stay on the form rollers, but worked their way up onto the drum.

The use of paper dampeners instead of the familiar molleton covers simplified production. When molleton covers are used, the drop dampeners are shut off during press idling time. On a job like this with frequent stoppages, each stop would have meant a spoilage of five or six sheets — at a cost of \$5 or \$6. The use of paper covers permitted continuous dampening during momentary shut-downs.

The run was comparatively short, only 3,000 with an allowance of 300 for spoilage during the seven times through the press. The spoilage was even less, however, for Bernard delivered 3,150 — which meant that only 150 sheets were lost during the 23,100 impressions.

"Even this spoilage," according to Dick Edwards, Foreman, "was due

mostly to glue deposits on the laminated sheets."

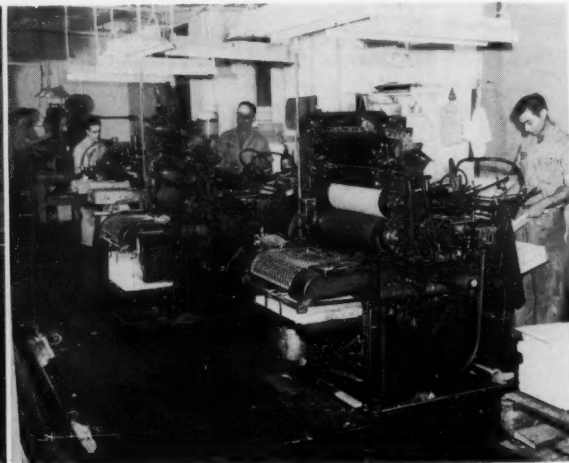
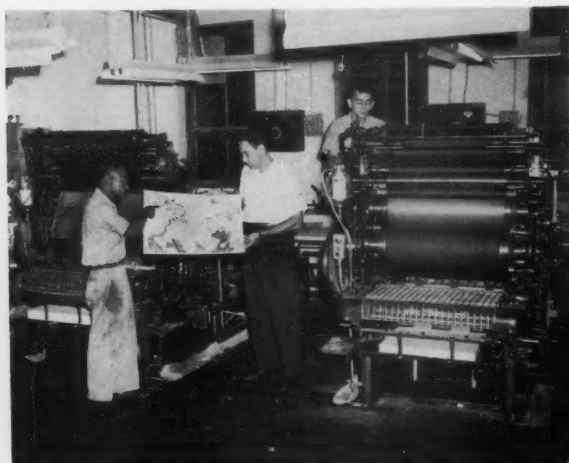
"You might think, by the way, that we got such good results because our whole operation and the press itself are geared to slow-run precision work. Actually that isn't the case. We used the same Chief 29 press a few days earlier on a special mass production job quite successfully.

### Founded in 1933

Bernard Press was founded in 1933 by Martin's father, Samuel Dugow, at which time it was a strictly letterpress plant with an ATF Kelly B, a Vertical, and a Kluge. The gradual switch to offset was begun in 1948 with a 10 x 14" duplicator, followed by the addition of two Chief 22's in 1952 and 1954 and an additional duplicator in 1953. The Chief 29, which did the Chinese Chippendale artwork, was purchased in 1956, and a second Chief 29 was recently installed. Some of the letterpress equipment has been retained, though most of the work is now offset. The plant maintains no camera or platemaking facilities since Martin Dugow feels that in a heavy graphic arts center such as New York it is much more economical to have the work done by trade shops. Bernard Press employs no salesmen and only a modest office staff because its commercial work comes through brokers, lettershops, stationers and others in the trade.★

Martin L. Dugow, president of Bernard Press, right, and Richard Edwards, pressroom foreman, check a copy of the print as it

comes off ATF Chief 29. At right is another view of the shop, showing two ATF presses. Shop is in New York.



# *lithographers who have used* **PHOTOCOMPOSITION**

*like it, plan to use more in future*

**R**ESULTS of a survey of photocomposition in the August issue of MODERN LITHOGRAPHY (page 38) indicate that those printers and lithographers who have tried photocomposition like it, find it superior to "hot metal" and plan to use more of it in the future.

Only a few more than 20 firms took the time to fill out the questionnaire and return it to the magazine. A majority of those answering the request for data use photocomposition regularly or occasionally. Apparently shops with no experience in this field have very limited knowledge of the field, despite numerous articles in MODERN LITHOGRAPHY and other trade magazines and advertising by major suppliers.

Following are some of the pertinent questions asked in the ML survey, with a summary of the answers:

**1. Total number of employees in your shop?**

Plants ranged from one employee to 650. In the small plant category (one to 19 employees) there were eight shops represented; medium (20-100) three; and large (100 or more) nine.

**2. Percent of total press output in offset, letterpress, and other methods?**

Average was about 70 percent in offset, 22 percent in letterpress and 8 percent in other methods.

**3. Do you operate your own composing room?**

Yes — 14; No — 7.

**Majority Use Phototypesetting**

**4. Do you now use phototypesetting?**

Regularly — 6; Occasionally — 6; Never — 9.

**5. Do you find it superior, inferior or about equal to reproduction proofs from "hot metal?"**

Superior — 9; Inferior — 0; About Equal — 3.

**6. Do you find it costs more, less or about the same as hot metal?**

More — 4; Less — 3; About the Same — 4.

**7. Please indicate percent of typesetting obtained from own composing room, purchased outside, and furnished by customer.**

Those shops with their own composing rooms handle about 80-100 percent of their own composition needs. More than one-half of the shops replying buy some composition outside (from 40 to 100 percent of their needs) while seven shops said an appreciable amount of composition was supplied by the customer.

**8. Number of production employees in Linotype/Intertype, Monotype, hand/Ludlow, phototypesetters, type-**

*writer composition and photo-lettering machines.*

Replies showed a fairly even distribution among the first three. Only two plants said they had phototypesetting equipment in their shops, five use typewriter composition and five use photo-lettering machines.

**Other Questions**

In answer to other questions, the survey showed that about two-thirds of the typesetting from "your own shop" is being used for offset; about one-third for letterpress and a negligible amount for other processes.

The companies with phototypesetting equipment specialize in one case in forms and in the other, maps and charts. These products account for 100 percent of their business.

In the final question, 11 persons said they planned to use more photocomposition, three said they would use about the same amount as at present and none said they would use less.

While ML realizes that these figures have no real statistical significance because of the low number of returns, it is felt that the sampling gives some indication of the excellent results some lithographers have had with photocomposition, particularly since, without exception, those having used it plan to use at least as much or more in the future.★

# P. I. A.

***71st Convention, In Chicago Oct. 14-18,  
To Feature Manpower Utilization***

**M**ANPOWER utilization will be the main topic of discussion in Chicago this month when Printing Industry of America meets at the Hotel Morrison, Sept. 14-18 for its 71st convention.

Key speaker at the convention will be Frederick Smith, consultant in human engineering, who will discuss personnel utilization. His talk is scheduled for Tuesday morning and will show printers and lithographers how intelligent use of personnel can be a factor in greater profits.

Prior to his talk, the annual Miller Printing Machinery Co. breakfast for winners of the PIA Printers and Lithographers Self-Advertising Awards Competition will be held.

The program is arranged so that meetings of special groups will be held on Monday and Friday, with the middle of the week for regular convention business and general speakers. The Web Offset section, however, will not hold a regular meeting in conjunction with the convention.

In connection with the convention will be the first "Graphic Arts Information Show," designed to bring together information on graphic arts supplies and services. Heavy equipment, however, will *not* be on display. There will be a continuous showing of graphic arts movies in one section of the show.

Of prime interest to lithographers will be a panel discussion on union problems of jurisdiction and negotiation. Complete program is on the opposite page.★



## PROGRAM

### Sunday, Oct. 13

Trade Binders Section meeting.

### Monday, Oct. 14

Graphic Arts Information Show opens.

Concurrent meetings: Rotary Business Forms Section, Trade Binders Section, and Ticket and Coupon Section.

MORNING: PIA Local Association managers annual meeting.

AFTERNOON: PIA Executive Committee meeting.

### Tuesday, Oct. 15

MORNING: Self-Advertising Awards Breakfast; Opening Convention Session — "Personnel Utilization," *Frederick Smith*.

AFTERNOON: PIA Board of Directors meeting. (Tuesday afternoon and evening left open for attendance at Graphic Arts Information Show.)

Ash Khan Crew — Meeting and dinner.

### Wednesday, Oct. 16

MORNING: Master Printers Section meeting — laboratory demonstration of "We" program, followed by luncheon; Union Employers Section — committee reports and discussion.

AFTERNOON: MPS — "Coercion," by *Lyman C. Conger*; "The Legislative Picture," by *Sen. Karl E. Mundt* (Rep. — S.D.); and "What's Being Done at the Local Level?" by *Harold Braun*, chairman of MPS member relations committee; UES — panel discussion of negotiating problems.

EVENING: Cocktail party, dinner and entertainment, featuring *Ray Middleton*.

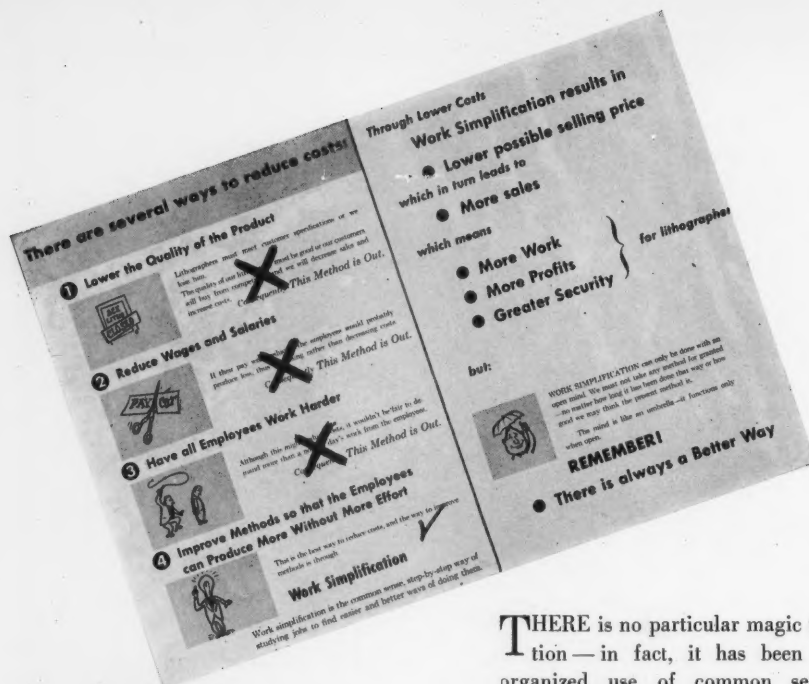
### Thursday, Oct. 17

MORNING: MPS — Committee reports, panel discussion of "Right-to-Work Law in Indiana," with *Charles Bailey* and *Steven Nolan*; UES — panel discussion on negotiation problems, election of officers and luncheon. General PIA meeting — discussion of recruitment and selection techniques.

AFTERNOON: PIA general session — "How to Overcome the Shortage of Manpower."

### Friday, Oct. 18

Special group meetings, to be announced.



## Work Simplification

is the organized use of common sense to find easier and better methods of doing work

National Association of Photo-Lithographers  
317 West 45th Street  
New York 36, New York

THERE is no particular magic to work simplification—in fact, it has been aptly called “the organized use of common sense”—but many lithographers have not made best use of it. Now a colorful (lithographed) booklet has been prepared which tells and shows how these principles can be applied in any print shop.

Stanley R. Rinehart, who had a hand in preparing the manual, discussed it in a talk before the National Association of Photo-Lithographers convention in St. Louis last month. Mr. Rinehart, manager of the printing division of DuPont, is vice president of NAPL.

The booklet has easy-to-follow cartoons, charts and lists that make the subject quite attractive, particularly in light of the savings that can be realized with it. Illustrations on these pages are taken from the booklet, which is being distributed by NAPL, at 317 West 45th St., New York.★

## Work Simplification

**Colorful booklet shows  
how lithographers can  
apply it in their shops**

## C. How to Make a Flow Diagram

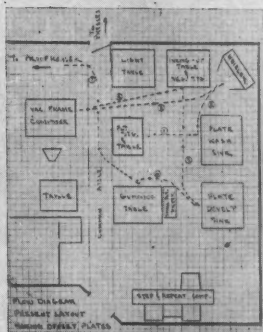
A flow diagram is a picture of the path followed by a worker, a truck, or a group of workers in performing their operations. It is an additional help in visualizing the process.

### Steps in making a flow diagram

- Show a rough layout of the area where the process is done.
- Trace the path followed by the worker, the material, the part or the piece of equipment.
- Show by arrows the direction in which the movement was made.

The back of the FLOW PROCESS CHART contains a printed grid form on which the diagram can be sketched. On the following page is a sample FLOW DIAGRAM.

### Sample flow diagram



On the process flow chart, the man-machine chart or the flow diagram you have assembled all the information you need about the present method of performing the job or that you can improve it.

Now are now ~~improving~~ ~~the~~ ~~method~~ ~~of~~ ~~performing~~ ~~the~~ ~~job~~ ~~or~~ ~~that~~ ~~you~~ ~~can~~ ~~improve~~ ~~it~~.

## The Principles of Motion Economy

For many years leading industrial engineers and scientists have been studying the human body and the motions it goes through in performing work. As a result of these studies, certain rules or principles have been established that should be followed in developing more

work methods. Although there are more than 20 of these principles, only a few are set down by the Gilbreths (the parents of "Lillian" or "Loraine"). We will consider only a few of the more important of these principles as follows:

### Workers should be comfortable



Making the operator as comfortable as possible reduces fatigue and improves results. Improvements in human motion can be made by all sorts of means to increase output and in a better feeling of the worker.

### Motions of the worker should be within easy reach



The materials, tools, levers and controls which a worker has to handle should be located so that the operator can either sit or stand at his work.

### Hands should be relieved of all work that can be done easier by the feet



Quite often foot pedals or levers have not been used to advantage in making a job easier.

### Two or more tools should be combined whenever possible



It is usually quicker to have a small combination tool and use it than it is to have two or three tools and pick up another.

### Gravity should be used wherever possible



Conveyors and containers should be used to deliver materials, limited or weighed, close to the point of use.

### Motions should be productive



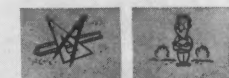
All waste motion should be eliminated. Every motion should bring the end result closer. Hands should not be used for holding, instead pins, fixtures, vices and clamps should be substituted for the hands as holding devices.

## 5 Apply the New Method

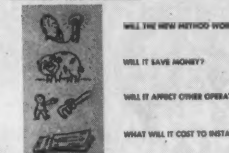
YOUR PROPOSED METHOD MAY BE VERY GOOD, BUT, UNLESS YOU CAN INSTALL IT AND MAKE IT WORK, IT

WILL SAVE NO EFFORT OR MONEY. In applying the new method there are two important considerations—these are:

### the Technical and the Individual



#### Consider the Technical



First try to improve methods as much as possible with present equipment. Now experiment with equipment, then be kind to get and take time to install.

Second, the cost of equipment will be low. Work with your superintendent and his assistants with others such as foremen, mechanics, etc., to get the job done. How much it will cost.

## Consider the Individual

Many times the new methods developed through work simplification require employees to learn new ways of doing their job. Even though the new way may save less effort, the employee may not like it because it requires him to change.

### It is Human Nature to:



RESIST CHANGE



RESIST CRITICISM



BE SUSPICIOUS OF WHAT WE DON'T UNDERSTAND

This must be kept in mind when applying a new method. The man on the job can make or break your idea. Therefore, be sure to tell us the new method—and you can't share an idea down his throat.







Chicago litho firm executive Joe Heinsen, right, batting practice catcher for the White Sox, chats with popular second baseman, Nelson Fox.

## White Sox Lose to Yanks but Heinsen Wins--at Lithography

By *H. H. Slawson*  
Chicago Correspondent

**Y**OU can take it from Joe Heinsen, Chicago printer-lithographer, that mixing baseball with business pays off in handsome dividends, at least the way Heinsen Bros. Printing Co., Inc., of which he is senior partner, works it.

Every day the Chicago White Sox ball team plays at home, Mr. Heinsen closes his desk early and heads for Comiskey Park. To find him thereafter, look first in the center field bull pen where he'll be catching batting practice for those "Go, Go Chisox."

When the ump shouts "play ball" Mr. Heinsen doffs his catcher's mask, chest protector, shin guards and regulation team uniform to become once again the typical business executive: crisp, decisive and always genial. Then he goes around to the front

row box seat where Heinsen Bros. has arranged for its customers to enjoy the game "on the house" any time they want to.

### *Atmosphere Pays Off*

The results that follow may be due to the atmosphere of the ball park, the excitement engendered by the homers belted into the stands, the snappy short-to-second-to-first double plays, the close putouts at the plate. Or maybe it's because he can take his guests backstage to meet his teammates after the game. In any case Mr. Heinsen told MODERN LITHOGRAPHY, he closes a lot of big deals right there in Comiskey Park. His selling plan, he maintains, is no different, in principle, than taking a prospect out for a round of golf at a

country club. And it may not be so expensive.

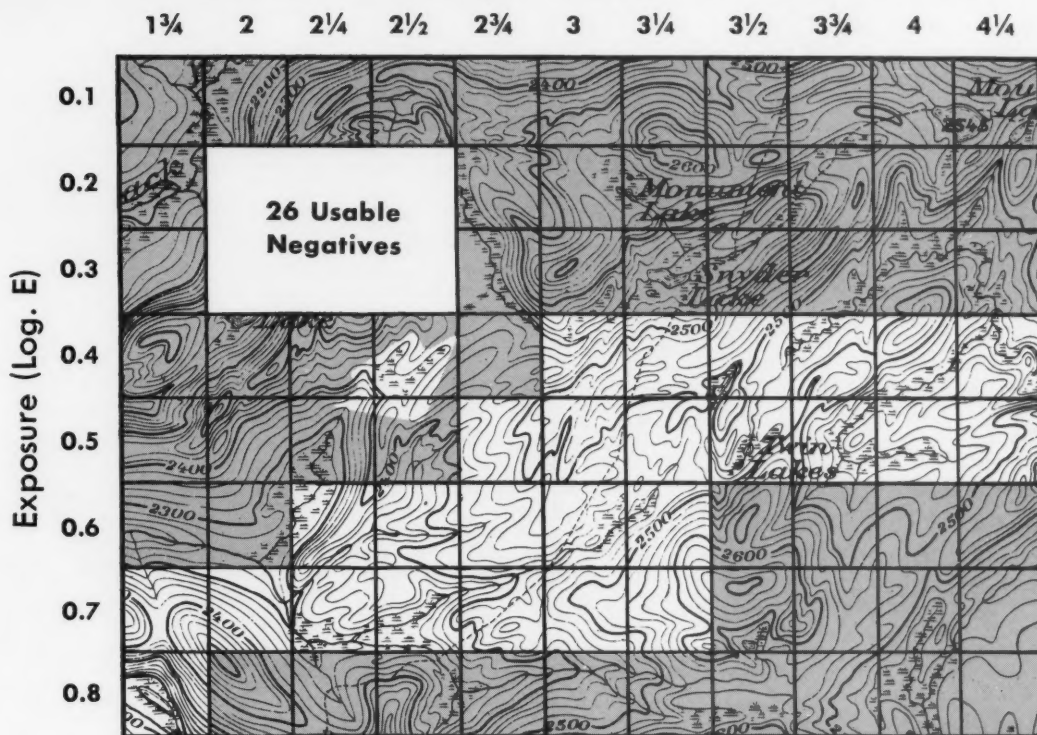
At budget making time, he explained, the cost of the tickets is set up as a selling expense and it usually turns out that the modest expenditure per order for entertainment is much less than travel costs and time to land the same job from clients around town or in distant places.

He commented, also, on the price-less good will his selling system builds for the company. He doesn't mind it one bit, he said, if some of the clients indicate that they'd like to be his guests three or four times in a season. Usually they represent some of the big accounts which have been with the company for years and don't require much other selling ef-

(Continued on Page 137)



## Development (minutes) Kodalith Development-68F.



Actual exposure-development test run on Kodalith Ortho, Type 3. Note number of excellent negatives, despite extremes of exposure and development.

# 5 keys to 4-color register

## Key No. 1...the latitude and stability of Kodalith Ortho PB Film, Type 3

What do you want most—besides quality and dependability—from an orthochromatic film for line and halftone work?

If it's *latitude* you're looking for—wide latitude to both exposure and development—Kodalith Ortho PB, Type 3, has it. The new Type 3 emulsion is designed to give you more usable negatives more of the time.

If it's *stability*—real stability—again you have it. The tough polystyrene base (.005-inch) of Ortho PB provides the size-holding characteristics you need for close register.

### The other 4 keys in the PB family:

**1** Kodak Autopositive PB Film for lateral reversals, etc.



**2** Kodak Commercial PB Film for continuous-tone negatives and positives.



**3** Kodak Separation Negative PB Film for color separation.



**4** Kodalith Ortho PB Film, Type 3, .010-inch thick base, for line and halftone work.



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TRADE MARK

## ***Buying New Equipment:***

# **How Long To Recover the Investment?**

*By Milton Hudders*

Vice President, Recording & Statistical Corporation, New York

IT is management's function to decide what equipment purchases will be made. There will be considerable pressure exerted from the production department as well as from the sales department to buy some particular machine. There is never any dearth of suggestions; the question is to weed out the unimportant ones.

Purchases will fall into two groups:

1. *Those improvements of a non-manufacturing nature, such as,*

- (a) A cafeteria or a first aid room, which serves to improve the efficiency of the employees;
- (b) Plant show case for advertising and promotional purchases;
- (c) Research activities;
- (d) Distribution facilities for better deliveries.

While the foregoing will undoubtedly prove profitable and necessary as well as add to your return on invested capital, we are concerned at this point with the second group, which is,

2. *The machines or equipment which are needed to replace existing equipment as well as machines or equipment to initiate a new product line.*

There are many ways of classifying a list of proposed equipment purchases. The first might be,

- (a) Those absolutely necessary;
- (b) Those desirable;
- (c) Those for long range planning.

### ***How Much Cash?***

After this classification has been made, management should decide how

much cash will be set aside for new equipment. In these days of price increases for equipment, your depreciation reserve is not sufficient. You may have to count on cash or profits to replace the equipment in your plant to keep it up-to-date.

The short term demands for a machine should not be given consideration, but rather the long term use. A machine may,

1. Increase production
2. Cut down on floor space
3. Effect cost reductions
  - a. reduce labor
  - b. reduce handling materials or cost of other non-productive items.

In any event, due consideration must be given to break-in costs as well as reduced production until the potential use of the machine has been built up.

American business men are spending tremendous amounts for new equipment today, and stockholders have a right to feel that their money is being spent to produce the greatest return. Capital spent for equipment is a long term investment. Capital invested in equipment cannot be changed or corrected overnight. Management must use utmost care in the selection of new equipment. Attention should be given to the business as a whole so that the purchase of costly equipment does not impair the financial condition of the company.

The initial purchase of a press, for instance, is just the beginning of the investment, for a certain amount of cash must be on hand to finance the cost of running the machine. As a result of the purchase, there will un-

doubtedly be an increase in dollar volume in the accounts receivable. Certainly the inventory of paper, ink and other supplies will be increased to make sure that the machine will be kept running as desired. Prepaid items such as insurance and taxes, will be increased.

### ***Return on Investment***

All of this means that we have come to a point where we cannot just decide that we will show a given percent of profit as related to sales. As individuals, we give serious consideration to the percent of return we make on an investment. However, as business men we have not given enough study to the return on investment, that we should have.

Management needs to know before considering any new purchase of equipment what the return on the investment will be. The return on sales dollar may look adequate, but isn't it more important to know how long it will take to recover your capital expenditures?

If we know a press will cost \$70,000, that it will entail carrying an average inventory of \$26,000, an increase in cash of \$17,600, an increase in accounts receivable of \$28,000, and prepaid items of \$7,000, we need additional working capital of \$148,500.

The production department should be able to estimate the time for make-readies, change of plate and running hours and the hourly output. The accounting department would be able to estimate the various cost factors to run such a press. We then can tell the hourly cost per unit of production. The sales department would then give

*(Continued on Page 137)*

From an address delivered at the 25th Annual Convention of the NAPL, Chase-Park Plaza Hotels, St. Louis, Sept. 12.



ERT GOMMI

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# Lithographers Can Use Punch-Card Accounting

By *Oliver F. Ash, Jr.*

Partner, Conner, Ash & Company, St. Louis

MANY lithographers are not aware of the areas of general and cost accounting in which punch-cards may be used advantageously.

First of all, any information on the punch-cards themselves is available only if we create the information or formulas to be punched in the various fields appearing on the cards. There are several companies manufacturing punch-card equipment, such as International Business Machines, Remington Rand and Royal McBee. Our firm as consultants has not, and does not, recommend a specific punch-card manufacturer or its products, unless the equipment of a particular manufacturer is applicable to a program of accounting or management control required in one of our specific installations.

Almost any fair sized printing concern can, we believe, use punch-cards of some kind, particularly if top management is control-minded and its operations are multiple in scope and extent. For example, a concern employing 50 or more mechanical employees, having a self-contained operation, and requiring the usual individual customers estimates, job costing, and timekeeping procedures can make very good use of punch-cards.

The use of punch-cards and electronic equipment is becoming more and more widespread. The reason for the continued acceptance in industry of these devices as an essential tool in creating, coordinating, and expediting control information for man-

agement, and in simplifying and speeding up office and other procedural routines is obvious, if we consider the forces at work which compel alert management to seek means other than manual.

## **Motivating Factors**

Some of the forces at work which compel management to explore the possibilities of punch-cards and other electronic accounting and office machines as an effective replacement for laborious hand methods in the accounting and management control areas of the printing business, are the following:

1. Turnover in office and routine personnel.
2. Fewer hours being worked per week, per employee.
3. Unfavorable attitude of routine workers toward their job and job responsibilities.
4. Costly job training programs for routine workers and minor executives, especially where job evaluations are observational and training of employees is wholly or partially through conversational and personal instruction.
5. Constantly rising labor costs, through increased hourly wage rates, fringe benefits, welfare concessions, and infringement on working conditions, such as tardiness, coffee-time, slow-down in output and other tolerances condoned or unobserved by management.
6. Need of top management to have available summarized current information of the business as a whole at its finger-tips as a basis of making

policy and profit-making decisions.

7. Need of minor executives or department heads to have available live current information on the operations and performances of their respective departments as a basis for controlling and administering the functions thereof within the scope of management's policy and profit objectives assigned to each department.

8. Necessity for coordinating, simultaneously and constantly, control information pertaining to sales, purchasing, financial commitments, inventories, work in process, production and production standards, machine and hand output, factory, handling, selling and administrative costs.

9. Necessity for maintaining relative profit levels in relation to sales volume.

The same forces which focus attention of management on the possibilities of using punch-cards and electronics for labor saving will suggest a thorough study and analysis of the control procedures and routines currently employed by the printer and changes necessary to utilize fully the advantages of punch-card methods. As a result of such study and analysis of current procedures, new methods and new procedures usually are required so that the routine work-flow leading up to the punch-card operation can be streamlined in keeping with the efficiency of the electronic equipment itself.

To do an over-all job of streamlining organizational procedures and to establish effective control methods, electronic punch-card equipment, in

From an address delivered at the 25th Annual Convention of the NAPL, Chase-Park Plaza Hotels, St. Louis, Sept. 12.

## a giant step forward in offset plate making the new **S-T** process

The perfection of the S-T Process marks an important advance in plate making for lithographers. Here are the features of the S-T Process, proved in actual use.

- easiest method possible of applying coating by hand
- not affected by humidity—allows plates to be coated in advance
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- quick and simple developing operation
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You can meet and beat competition by using the new S-T Process in your plate and the department of client is the solution on the process, the cost and the quality of your business reputation.

For a S-T Process, contact your local representative or write to The Pitman Sales Co., 230 W. 36th St., New York 18, N.Y.

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combination with well devised routines, sound standard practices and efficient management supervision, is necessary. Like any other machinery or equipment, however, punch-card equipment has its limitations, and the degree to which it can be used efficiently and profitably should be determined only after an exhaustive study of all factors within an individual company's operations.

The turnover in office and routine personnel is not remedied completely by installation of punch-card equipment, nor is the attitude of routine workers toward their job responsibilities any different, but there is one definite advantage.

The routines evolve around the punch-card equipment and such routines are for the most part programmed with regard to the limitations and capacity of the equipment itself. Whatever number of pieces of equipment are employed, the fact remains that the boring, repetitious and uninteresting work of sorting, copying, typing, making arithmetical calculations, verifying, alphabetizing, cross-footing, etc., is to a great extent automatically performed.

The volume of cards which can be produced will vary and is dependent upon the type of equipment employed. For example, the 402 IBM Accounting Machine will do the work of 12 speed typists. The printing speed is 8,800 characters per minute.

#### **Skilled Operators**

Any installation of punch-card equipment poses no greater problem than the employment of any other experienced office personnel. In this case we have only the task of teaching an employee the functions of the equipment and methods of its operation. Most manufacturers of punch-card equipment have training schools in all principal cities and conduct regular courses for employees of concerns using or contemplating the use of their particular punch-card equipment.

Any prudent businessman will, of course, want to know the cost of installing and operating punch-card equipment as compared with the cost of manually operated methods of similar

scope and extent. Here again we advise that all of the factors pertaining to both methods should be thoroughly analyzed and investigated before instituting a program.

It is our observation that there is usually no appreciable savings in money using an electronic punch-card operation as compared with hand or other combination operated methods. Usually the rental cost of punch-card equipment and the cost of the cards themselves, together with the wages of a skilled operator and essential other help required, are about equal from a direct cost standpoint.

#### **Incomplete Use**

The primary reasons for this apparent unfavorable direct cost comparison usually are lack of complete utilization of the equipment and additional work created for the equipment because the equipment is available (because of the theory that since the equipment is available it is necessary to dream up special reports, statistics, and other information). Because of the tendency to provide work for the equipment, it is again emphasized that any reports, statistics and information that may be essential and are to be used as management controls be integrated as procedural routines, rather than extra curricular activities.

If you approach a contemplated installation of punch-card equipment from an analytical point of view, and are willing to overcome natural prejudices against anything new, particularly if it is in the field of electronic equipment for office use, you can easily make a decision as to whether or not your particular operation lends itself to punch-card methods.

Up to now we have discussed the pro's and con's of punch-card equipment as a possible aid to those concerns whose operations and transactions are of such volume or complexity to warrant replacement of a large segment of their office or accounting work being currently performed manually. But what about concerns whose volume of transactions is not sufficient to warrant a minimum installation of electronic punch-card equip-

ment yet need relief through some automation combined with better controls and procedures?

#### **'Custom Work'**

Concerns in this category located in principal cities have access and frequently avail themselves of the facilities of the "custom work department" operated by the manufacturers of punch-card equipment, for which a service charge is made based upon scheduled rates. In many cities private concerns, engaged in the business of rendering punch-card services for clients, are available at regular rates.

Our observation of this type of service is that it has a very definite place for special projects, statistical programs and in the relief of work over-flow due to periodical peak work loads for those concerns who have their own punch-card equipment. But in those concerns among our clients who did not have their own punch-card equipment, and who attempted to customize a segment of their routine transactions on this basis, the results were not very satisfactory.

In spite of the problems enumerated herein it is our conviction that automation will and should eventually replace to a large extent manually operated office systems and techniques, whether through the use of punch-cards or otherwise, and to that end, alert management is constantly exploring the possibilities of automation for its business, whether it be large or small.

#### **Cooperative Basis**

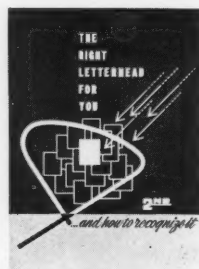
On one or two occasions we have recommended to a group of smaller printers in a particular locality that they explore the possibilities of setting up a minimum installation of punch-card equipment on a cooperative and share-the-cost basis. As a counterpart of these recommendations we are presently surveying for these groups a comprehensive plan of operation.

Up to this point we have discussed electronic punch-card equipment, such as IBM and Remington-Rand, and have stressed the fact that this type of operation is fully automatic, except  
(Continued on Page 140)

**neenah says,**  
honest injun ...  
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**Cause if we did, we couldn't  
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## TECHNICAL SECTION



# New Information on Tinting

By Charles H. Borchers

Supervisor, Paper and Ink Division  
Lithographic Technical Foundation, Inc.

**T**INTING is an annoying problem that has defied solution for many years. It appears to be caused by an emulsion of ink-in-water, that is, an emulsion in which particles of ink are suspended in water. When this type of emulsion is produced on the press, a tint of the emulsified ink globules shows up in the non-image areas of the printed sheet. The desensitization of the plate is not affected. The emulsion merely floats in the water on the plate. It can be easily wiped off with a sponge but immediately comes back as soon as you start the press.

The exact causes of ink-in-water emulsions have puzzled us for a long time. We know that under normal printing conditions we are always dealing with a water-in-ink emulsion—that is, an emulsion in which water particles are suspended in ink. We have also believed that certain surface active agents cause the normal water-in-ink emulsion to change over to an ink-in-water emulsion that produces tinting. These wetting agents lower the interfacial tension between the ink and water so that they can mix more thoroughly and easily. Because of this possibility, we have always suggested that the use of wetting agents in fountain solutions be avoided for most work.

Reprinted, with permission, from *Research Progress* No. 39, Lithographic Technical Foundation.

In our investigations of cases of tinting at the LTF Laboratory, it is common to hear that the printer is able to stop the tinting simply by changing to another stock. When the original stock is tried again at a later date, the tinting again shows up quickly. Because this is so common, we believe that paper can be a source of surface active wetting agents which can produce tinting. This, however, does not necessarily rule out inks, fountain solutions and the condition of plates, which may also be at fault.

### Limited to Coated Paper

Tinting troubles are almost entirely limited to coated paper. So, through the years, we have tried a number of tests to measure a paper coating's ability to lower the surface tension of water and produce an ink-in-water emulsion. Two tests seem to show the most promise. One is the foam test and the other is an actual measurement of the change in the surface tension of distilled water.

For the foam test, 0.12 grams of coating is scraped off a sheet with a razor blade. It is then put into 15cc. of distilled water in a test tube and allowed to soak. The mixture is shaken vigorously for one minute. The coating from papers which were involved in tinting troubles usually produces a moderate to a large amount of foam which is stable for 10 minutes or

longer. Papers which did not give trouble generally produce little foam or a foam that settles quickly.

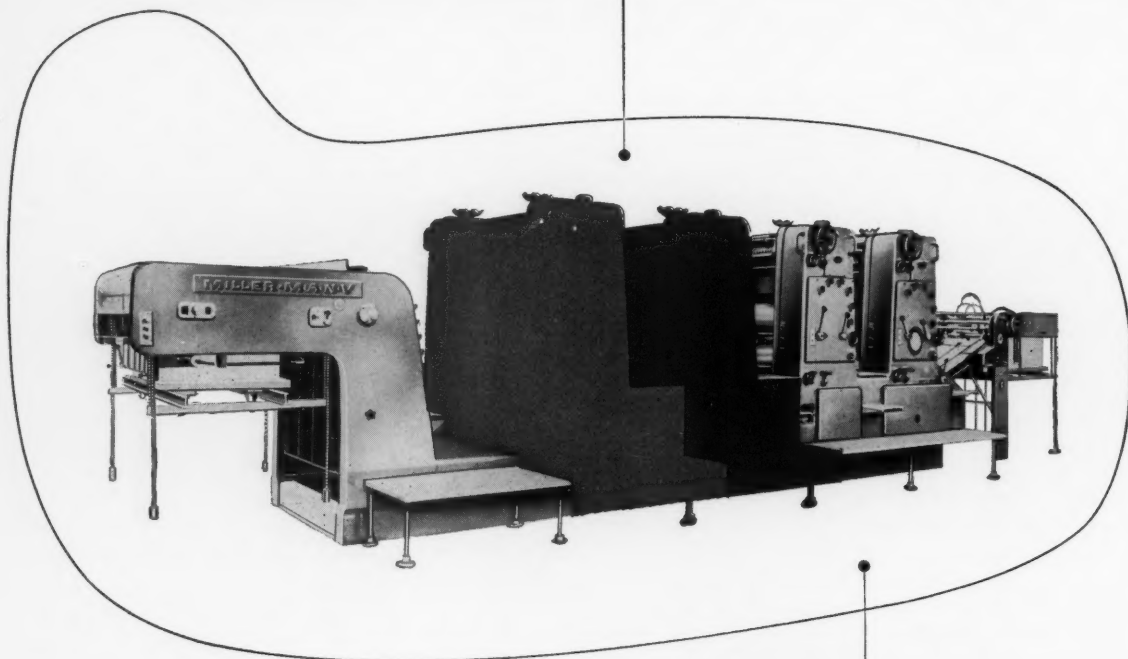
However, the correlation of this test to press experience was only fair. At times, a paper involved in a tinting complaint produced little or no foam. Also, a few coatings that caused no tinting produced considerable foam.

In the second test, we again used 0.12 grams of coating in 15 cc. of distilled water. We then measured the surface tension of the water with a DuNouy tensiometer to see how much it had been lowered by the coating. This seemed like it ought to be a good test but there was absolutely no correlation between the test results and press performance.

In late 1955, we ran across an interesting article by J. H. Bitter of the Dutch Graphic Arts Institute in Amsterdam (I.G.T.) in the March, 1955, issue of the Swiss publication *Schweizer Archiv*. In it, he described his work in linking the surface active agents in paper to tinting. One of his tests was very interesting. He would measure the surface tension of 50 cc. of tap water, dip a 5 x 5 cm. square of paper in the water for 10 seconds and measure the water's surface tension again. This was done three times and measurements of surface tension were made after each 10-second dipping. Subtraction from the original reading

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showed how much each dipping reduced the water's original surface tension. Bitter concluded from his work that any paper which lowered the surface tension of water more than 15 dynes per centimeter in three dippings usually produced tinting trouble on the press.

### Better Test Results

After modifying Bitter's method slightly, we tried it on papers in our current file that had been or were involved in tinting troubles. We found that the test gave better correlation than either the foam test or the surface tension lowering test using scraped off coating.

Table 1 lists some typical data that were collected.

The figures in Table 1 are typical samples of data from 22 case histories. Four cases show good correlation and four do not. Averages of the amounts by which surface tension was lowered for all of the 22 cases are shown in Table 2.

The averages in Table 2 show that papers involved in tinting problems lowered surface tension most. Statistically, the data show that there are nine chances out of 10 that a correlation exists between tinting and the lowering of surface tension produced by paper. We would have more confidence, of course, if we had had more samples to work with.

### Modification of Bitter Test

The four cases of non-correlation shown in Table 1 bothered us. We felt sure that more factors could be tied down. So, we changed Bitter's method so that the effect of fountain solution acidity could be checked. To do this, we used a phosphoric acid solution with a pH value of 3.6 instead of the distilled water. The results are shown in Table 3.

Table 3 shows that the fountain solution acid can increase or suppress the surface active properties of coated paper. The greatest effect occurs with the first two immersions (10 sec. and 20 sec.). These first two immersions are considered to be the most important since correlation with them

CASE No.	TINT- ING	10 SEC.	BITTER'S METHOD			SCRAP- INGS TEST	FOAM TEST COR.
			20 SEC.	30 SEC.	40 SEC.		
1	yes	6.7	11	11	13	23	no
2	yes	20	23	23	24	23	—
3	yes	1.5	3.0	5.2	..	14	no
4	yes	1.7	3.2	7.1	7.8	17	yes
5	no	0.3	0.3	0.7	0.7	13	yes
6	no	0.8	1.4	7.9	12	17	yes
7	no	2.3	6.7	9.3	..	21	..
8	no	7.1	7.6	9.5	9.6	16	..

	NO. OF CASES	10 SEC.	20 SEC.	30 SEC.	40 SEC.
TINTING .....	10	4.8	8.0	10	13
NO TINTING .....	12	2.2	4.8	7.5	9

CASE	TINT- ING	10 SEC.	WITH DISTILLED WATER		
			20 SEC.	30 SEC.	40 SEC.
3	yes	1.5	3.0	5.2	..
4	yes	1.7	3.2	7.1	7.8
7	no	2.3	6.7	9.3	9.0
8	no	7.1	7.6	9.5	9.6

	TINT- ING	10 SEC.	WITH ACID (pH 3.6)		
			20 SEC.	30 SEC.	40 SEC.
3	yes	3.0	9.0	12	14
4	yes	13	21	23	25
7	no	0.5	5.4	11	..
8	no	1.0	7.0	9.5	11

is better than with later immersions.

The fountain solution acid increased the surface activity of the paper in cases No. 3 and 4 and reduced it in cases No. 7 and 8. We also retested papers No. 1, 2, 5 and 6 with the acid solution. These papers which had shown good correlation with Bitter's test using distilled water gave practically the same results using the acid solution. So, use of the acid gave us an even better cor-

relation between laboratory tests at LTF and press experience for these tinting cases.

### Conclusions

These results indicate that tinting troubles might be greatly reduced if paper makers used materials whose surface activity can be depressed by the acid fountain solution.

The work also led us to the belief  
(Continued on Page 141)

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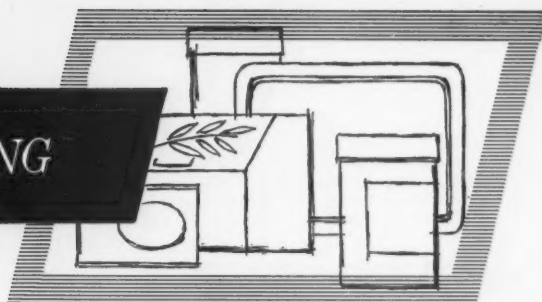
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*Division*



## METAL DECORATING



# NMDA Meets in Chicago

**P**LETEMAKING has been the one department of lithography that has reaped the greatest benefits of research in the post-war period. Much has been said at conventions, forums and panels about the many advantages of modern plates and up-to-date platemaking techniques and chemicals.

At the National Metal Decorators Association convention in Chicago this month, plates for tin-printing will be thoroughly discussed by a five-man panel moderated by Michael H. Bruno, of the Lithographic Technical Foundation, who has played a big part in plate developments.

The NMDA convention is scheduled for the Edgewater Beach Hotel, Oct. 21-23. The plate panel is set for the final day of the meeting, with representatives of Fred'k H. Levey, Printing Developments, Interchemical Corp.,

Lithoplate and Sinclair & Valentine scheduled to speak on the panel.

A program of talks and business sessions is listed for Monday, with an all-day trip to the research and development laboratory of Continental Can Co. in Chicago planned for Tuesday.

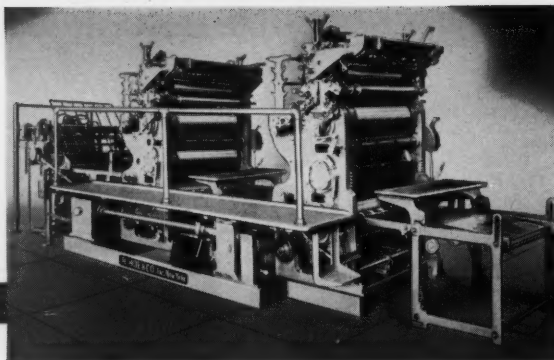
A special entertainment, sponsored and arranged by the NMDA Suppliers Group, headed by Vincent Stafford, of Harris-Seybold, will be the feature Monday evening. The cocktail party and annual dinner will be held Wednesday evening.

J. L. Burns is president of NMDA. Other officers are H. W. Lee, vice president; W. A. Westphal, secretary-treasurer; and W. H. Parker, chaplain. Robert L. Singley is chairman of the convention committee. Complete convention program is on page 65.★

*Hotel Edgewater Beach, on Chicago's famed Lake Shore Drive, where metal decorators will meet for 23rd annual convention.*



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## PROGRAM

### Monday, Oct. 21

- 9:00 a.m. Registration until 12:30 p.m. at desk outside Michigan room.
- 10:30 a.m. Address of welcome and association business. Members only.
- 12:30 p.m. Luncheon for members and suppliers, Polynesian Room.
- 2:00 p.m. General Meeting:  
"Businessmen's Responsibility," *Charles R. Sligh, Jr.*, National Association of Manufacturers.  
"New Applications of Synthetics for the Metal Decorator," *Bruce W. Hubbard*, Ideal Roller & Mfg. Co.  
"Mullen Air Doctor Dampening System Applied to Metal Decorating."
- 6:00 p.m. Entertainment program sponsored by NMDA Suppliers Group.

### Tuesday, Oct. 22

- 8:30 a.m. Motor Coaches leave for trip to research and development laboratories, Continental Can Co., Chicago.

### Wednesday, Oct. 23

- 10:00 a.m. "Ink Goes to College," film courtesy of National Association of Printing Ink Makers.  
"Miracle of the Can," film courtesy of American Can Co.  
"Metal Decorating in England," *John Matthews*, The Metal Box Co., Ltd.
- 12:30 p.m. Luncheon for members and suppliers.
- 2:00 p.m. "Some Financial Aspects of Equipment Procurement," *Jesse Swaney*, Harris-Seybold Co.  
Printing Plate Panel. Moderator — *Michael H. Bruno*, LTF. Panelists from following companies: *Fred'k H. Levey*, Printing Developments, Interchemical Corp., Lithoplate, Inc., and *Sinclair & Valentine Co.*
- 6:30 p.m. Cocktail party followed by annual dinner. Guest speaker, *Edward McFaul*, of Dale Carnegie Institute.

## Western Metal Decorating Adds Second Press



Western Metal Decorating, El Segundo, Cal., has added this 30 x 36" Hoe rotary metal decorating press, its second. New press, in conjunction with a new 90-foot Wagner oven, can print

75 impressions a minute. Leonard Brotzman, foreground, inspects a four-color sheet of steel just off the new press, which doubles the firm's output. Western is a trade shop.



Howard Gorman

### Caspers Names Market Director

Howard Gorman (above) has been named marketing director for Caspers Tin Plate Co., Chicago. He formerly was merchandising manager for Tatham-Laird advertising agency, and previously sales and advertising manager and product manager of new products for the Gaines division of General Foods. In addition to coating and lithographing for metal containers, closures, advertising and others, Caspers also operates two metal fabricating subsidiaries and two subsidiaries in the steel warehouse business.

### Metal Post For Linkletter

Harry Linkletter, vice president of Interchemical Corp.'s International Division, will assume the duties of

assistant director of sales, metal decorating, Finishes Division, on Dec. 1.

On Oct. 1, William E. Bleier became assistant Atlantic District sales manager, metal decorating.

### New Continental Plants

A new metal decorating plant for Continental Can Co. is scheduled to start production in Cincinnati the middle of this month, decorating a general variety of cans. New presses, ovens, etc. are being installed in the modern building.

At Maspeth, N. Y., meanwhile, construction is progressing on another new lithographing plant, to be used primarily for beer cans. (Further information on both plants will be forthcoming in future issues of ML).

PENCO METAL PRODUCTS Div., Alan Wood Steel Co., is offering adjustable steel shelving in 240 different size combinations and ledge shelving in 735 different size combinations.

CLASSIFIED ADS IN ML GET RESULTS

### Color Control By Telephone

Colorprint Laboratories, Inc., 342 Madison Ave., New York, is offering a line of balanced light and color-correcting filters, that it claims make possible color control by telephone.

The company bases this on what it calls its visual color correction system, which is the use of transparent filter foils through which the desired color corrections can be seen and determined. The filters are yellow, magenta and cyan, all stabilized and standardized for spectrometric precision, according to the company.

A chart indicates use of the filters for reduction or intensification of any color or shade.

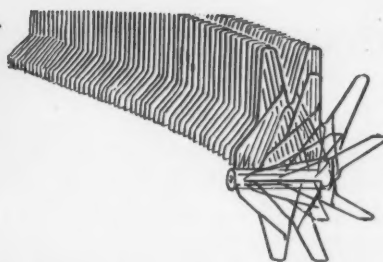
Thus, if the printer and customer are using identical Colorprint filters and a standardized light source of balanced illumination, color correction and matching can be done by phone.

Additional information on the Colorprint line of equipment, which consists of viewers from as low as \$22.50, may be obtained from the company.



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**Y**OUNG BROTHERS Metal Decorating Ovens, built in a variety of types, are known for their excellence because Young Brothers engineers have a fundamental understanding of the baking and drying problems of the Metal Decorating Industry. Their "know-how" is based on 60 years of experience building individually designed ovens for all baking and drying processes.

A metal decorating oven is a highly mechanized production unit in a specialized field — and it will only perform to maximum efficiency if it has been built by men thoroughly experienced in every phase of oven engineering.

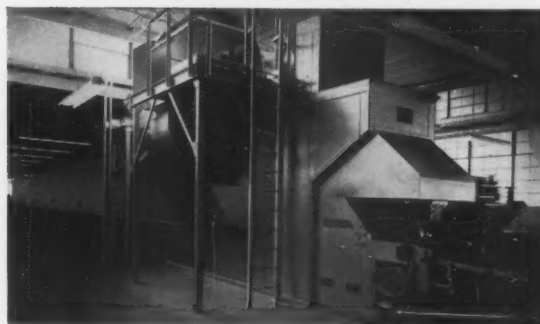
Through their specialized experience, Young Brothers engineers constantly develop new and better methods of handling, heating, and moving air . . . for faster, more efficient production . . . for more automatic and accurate controls so vital to the synchronized operation of the production lines. New light weight rigid, tubular wickets reduce conveyor load and help to eliminate sheet marking. Reduces necessity for wicket preheating.

You can be sure of the best when you select a Young Brothers Oven because it is the product of the finest experience in the industry — that is why it will bring added profits out of your production.

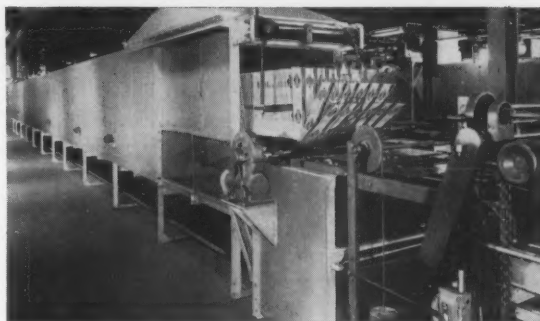
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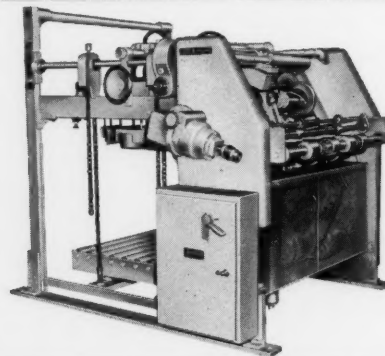
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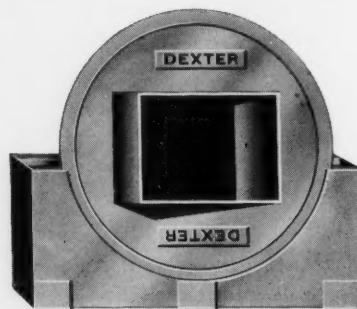
Ask for reprints of magazine articles discussing the features and economies of these feeders.



## METAL SHEET PACK TURNOVER

Sheets delivered face down from the drying oven are trucked on skid into the turnover. A second skid is placed on top of pile and a half revolution of the turnover brings pile of sheets to face up position, resting on the second skid.

No clamping of piles. Built in two sizes, for handling sheets up to 36 x 36" and up to 36 x 44". Minimum size sheet is 16 x 16". Maximum load is 6,000 lbs. Sheets of any thickness can be handled. Pile is squared in both directions into box during turning process. Takes approximately 20 seconds.

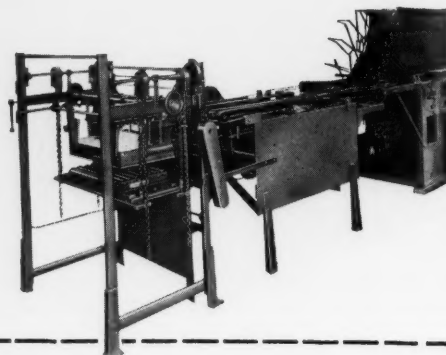


## OVEN END STRIPPER

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3259

## Four-Color Process Photos--New Beer Can Trend?

THERE have been many innovations in design since that staple of the metal decorator—the beer can—came into popularity some years ago, but perhaps none has caused so much excitement in this branch of the offset industry as the six-color process photos being used by Meister Brau beer.

Peter Hand Brewery, in Chicago, is using 10 different "Happy Days" illustrations (all reproduced without black) on its beer cans and is doing very well with the new approach.

### Many Approaches

Every brewery in the country has sought a sure way to sell more beer. Rheingold, of course, has relied on its annual beauty contest, with colorful lithographed posters, and Piel's has employed Bob and Ray for the very refreshing "Bert and Harry" series of television spots, but normally the brewery turns to the metal decorator for help with an improved design.

American Can Co., which handles the Meisterbrau job, has turned out brilliantly lithographed cans with the wrap-around photo depicting picnics, golf, bowling and a variety of other scenes. The cost to the brewery, understandably, is higher, and Canco has to exercise even more care with register than it does on four-color line art. Market response has been so enthusiastic, however, that the new designs may start a chain reaction in the beer industry.

### Six Colors

The entire program was planned and completed in three months, according to Peter Hand Brewery. At first two shades of blue were considered for the background of the photos, but a single shade finally was settled on. Besides the blue, red, yellow, white, brown and gold inks are used. On each sheet, 10 can bodies are lithographed, making two sets of 10 designs. These are later collated and made into cans in such a way as to assure a variety of designs in each six-pack carton.



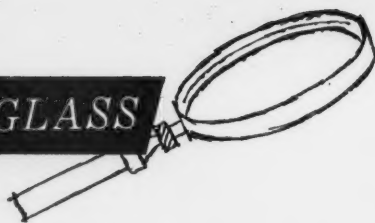
Peter Hand Brewery, Chicago, has found that these cans, with four-color process photos illustrating various "Happy Days" have been successful.

The carton itself is printed by gravure, using five colors and varnish.

Five years ago Peter Hand inaugurated its "Fiesta Pack," with six different multicolor designs. The cans

were an immediate success in the company's six-state marketing area. Now the brewery is sure it has another sure-thing in the colorful half-tone designs.★

## THROUGH the GLASS



A BRITISH publisher's assumption that a good percentage of the young folk in that country are real sports was apparently not founded on fact. *Printing News*, of London, reports that the publisher has given up the ghost on his racy publication *Fling*. Says a writer in *Printing News*, "... trouble is that these journals are dreamed up by people whose youth is far behind and who think that young people are not, to use *Fling's* words, 'smug, prissy and stodgy.' But young people today are just that ... There are certain young people who would rather read an article on glass paperweights than all the *Confidential*-type of material on film stars you could dig up ...". Apparently the English youth's American counterpart is something less than enthusiastic about glass paperweights, to judge by the popularity of *Playboy* and its many imitators.

*If you've been saving your waste paper and carefully bundling it, as you certainly should be, you might be interested in this note of caution from the Waste Paper Utilization Council: "It has been reliably estimated that two pounds of pressure-sensitive rubber adhesive can ruin 100 tons of stock. About the same thing could be said of paraffin wax or asphalt."*

Anyone got an old stone lithograph press stashed in the back of the shop? Here's a chance to donate it to a worthy cause. Miss Mary DeMeter, of the art department of Harkspur College, Endicott, N. Y. is looking for one as an adjunct to her art classes. Contact her directly if you can help.

Lithographers who have reason to believe their customers and potential customers scrap their Christmas cards soon after they are received might do well to consider a novel lithographed promotion piece of Kenway Products, 759 N. Milwaukee St., Mil-

waukee 2, Wis. It's called a "Mile-O-Dial," and can be used to make a quick computation of how many miles a motorist is get-



ting to the gallon. Its success is based—validly, we think—on the assumption that

the average motorist pays more attention to how far he can go per gallon, than where.

J. Paul Whitehead, vice president of Heminway Corp., Waterbury, Conn., sends along this poem by one of his pressmen, Donald Miller:

*I'm an offset pressman, real Gung Ho,*

*I have etch to drink instead of Joe,  
My lunch is so good, I eat it in bunches,*

*A tasty handful of old press sponges;*

*My booze is delicious, much better than rum,*

*A quart and a half of hydro gum;  
I look so dirty, never clean and neat,*

*I bathe in lith wash, that's my meat.  
So when jobs are tough, brother go home,*

*Or I'll sand down your nose with an old Scotch hone.*

*Now, let me alone, as happy I'll be,  
Always with my press, till the devil gets me.*







4 color offset reproduction

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CONCORD, N. H.	C. M. Rice Paper Company
DALLAS, TEXAS	Olmsted-Kirk Company
DAYTON, OHIO	Hull Paper Company
DENVER, COLO.	Carpenter Paper Co.
DES MOINES, IOWA	Western Newspaper Union
	Newhouse Paper Company
DETROIT, MICH.	Seaman-Patrick Paper Company
EUGENE, ORE.	Zellerbach Paper Company
FORT WORTH, TEXAS	Olmsted-Kirk Company
FRENO, CAL.	Zellerbach Paper Company
GRAND RAPIDS, MICH.	Quimby-Walstrom Paper Co.
GREAT FALLS, MONT.	The John Leslie Paper Company
HARRISBURG, PA.	The Alling & Cory Company
HARTFORD, CONN.	Henry Lindenmeyr & Sons
	Carter Rice Storrs & Bement Inc.
	L. S. Bosworth Company
HOUSTON, TEXAS	Olmsted-Kirk Company of Houston
INDIANAPOLIS, IND.	Crescent Paper Company
JACKSON, MISS.	Townsend Paper Company
JACKSONVILLE, FLA.	Virginia Paper Company, Inc.
KANSAS CITY, MO.	Midwestern Paper Company
	Wertgame Paper Company
KNOXVILLE, TENN.	Southern Paper Company
LANSING, MICH.	The Weissinger Paper Company
LITTLE ROCK, ARK.	Western Newspaper Union
LOS ANGELES, CAL.	Arkansas Paper Company
LOUISVILLE, KY.	Zellerbach Paper Company
LYNCHBURG, VA.	Louisville Paper & Mfg. Co., Inc.
MEMPHIS, TENN.	Caskie Paper Company, Inc.
MILWAUKEE, WIS.	Southland Paper Company
MINNEAPOLIS, MINN.	Nackie Paper Company
	The John Leslie Paper Company
	Newhouse Paper Company
MONTGOMERY, ALA.	Weaver Paper Company
NASHVILLE, TENN.	Clements Paper Company
NEWARK, N. J.	Henry Lindenmeyr & Sons
NEW HAVEN, CONN.	Carter Rice Storrs & Bement Inc.
NEW ORLEANS, LA.	Henry Lindenmeyr & Sons
	Alco Paper Company, Inc.
	Henry Lindenmeyr & Sons
	The Alling & Cory Company
	Miller & Wright Division
NEW YORK CITY	Linde-Lathrop Paper Company, Inc.
	The Canfield Paper Company
	Marquardt & Company, Inc.
	Schlusser Paper Corporation
	Zellerbach Paper Company
OAKLAND, CAL.	Western Newspaper Union
OKLAHOMA CITY, OKLA.	Field Paper Company
OMAHA, NEB.	D. L. Ward Company
PHILADELPHIA, PA.	The J. L. N. Smythe Company
	Schuykill Paper Company
PHOENIX, ARIZ.	Zellerbach Paper Company
PITTSBURGH, PA.	The Alling & Cory Company
PORTLAND, MAINE	C. M. Rice Paper Company
PORTLAND, ORE.	Zellerbach Paper Company
PROVIDENCE, R. I.	Narragansett Paper Co., Inc.
RENO, NEV.	Carter Rice Storrs & Bement Inc.
	Zellerbach Paper Company
RICHMOND, VA.	B. W. Wilson Paper Company
ROCHESTER, N. Y.	Virginia Paper Company, Inc.
SACRAMENTO, CAL.	The Alling & Cory Company
	Zellerbach Paper Company
ST. LOUIS, MO.	Beacon Paper Company
	Tobey Fine Papers, Inc.
ST. PAUL, MINN.	The John Leslie Paper Company
	Newhouse Paper Company
SALT LAKE CITY, UTAH	Zellerbach Paper Company
SAN ANTONIO, TEXAS	Shiner-Sien Paper Company, Inc.
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CAL.	Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SHREVEPORT, LA.	Louisiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	Carter Rice Storrs & Bement Inc.
STOCKTON, CAL.	Zellerbach Paper Company
SYRACUSE, N. Y.	The Alling & Cory Company
TACOMA, WASH.	Zellerbach Paper Company
TOLEDO, OHIO	The Commerce Paper Company
TROY, N. Y.	Troy Paper Corporation
TULSA, OKLA.	Tulsa Paper Company
WACO, TEXAS	Olmsted-Kirk Company
WASHINGTON, D. C.	Stanford Paper Company
	Virginia Paper Company, Inc.
WICHITA, KAN.	Western Newspaper Union
	Wertgame Paper Company

## EXPORT AND FOREIGN

NEW YORK CITY (Export)	National Paper & Type Co.
40 cities in Latin America and West Indies.	
NEW YORK CITY (Export)	Moller and Rothe, Inc.
20 countries in Latin America and West Indies.	
NEW YORK CITY (Export)	Muller & Phippas (Asia) Ltd.
Belgian Congo, Burma, Ceylon, China, Hong Kong, Iceland, India, Malaya, Philippine Islands, South Africa.	
AUSTRALIA	B. J. Ball Limited
NEW ZEALAND	B. J. Ball (N. Z.), Ltd.
HAWAIIAN ISLANDS	Honolulu Paper Co., Ltd.



PHOTO BY H. ARMSTRONG ROBERT

## WARREN'S Lithographic Papers

Lusterkote • Offset Enamel • Cameo Brilliant • Overprint Label C1S  
Fotolith Enamel • Silkote Offset

Warren's LUSTERKOTE provides a mirror-like glossy surface that contributes brilliance to the highlights and colors in lithographic reproduction. Now available as LUSTERKOTE ENAMEL, LUSTERKOTE COVER and BRISTOL (1 Side and 2 Sides) and LUSTERCARD.

Warren's OFFSET ENAMEL is a double coated paper for the printing of pictures by offset lithography. Double coating improves printability and uniformity, resulting in a higher potential of lithographic reproduction. Offset Enamel is available in glossy finish, Saxony finish, and dull finish. Also available coated one side only.

Warren's OVERPRINT LABEL is double coated on one side and is eminently suitable for labels produced by offset lithography or by letterpress. This paper is pre-conditioned by an exclusive process.

Warren's SILKOTE OFFSET has the appearance of a wove offset but has a unique pigmented surface that gives more brilliant reproduction.

Warren's FOTOLITH ENAMEL is a machine coated two side paper for the reproduction of halftones by offset lithography.

Warren's CAMEO BRILLIANT is a dull coated offset paper with a supremely bright color for de luxe reproduction of halftones.

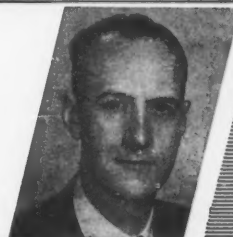
Write for free booklet—"How Will It Print by Offset"

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[ BETTER PAPER  BETTER PRINTING ]  
Printing Papers

## PHOTOGRAPHIC CLINIC

By Herbert P. Paschel  
Graphic Arts Consultant



### Diaphragm Control

**Q:** I want to construct a percentage diaphragm control for metering the light entering the lens at different reproduction ratios. What is the method of computing the combined iris diaphragm movement and the  $f$ : number variations mathematically? Where can I get detailed information on this subject?

C.M.S., WASHINGTON, D. C.

**A:** Calculating and constructing your own diaphragm control is a time consuming and laborious procedure—especially if you need the utmost accuracy. You will involve yourself in a complexity of exacting calculations and transformations plus the mechanics of constructing a lens scale and pointer. It will certainly be quicker, and probably cheaper, to purchase one of the many such controls commercially available. Most camera manufacturers provide diaphragm controls as standard or optional equipment. The Douthitt Diaphragm Control (The Douthitt Corp.), and the Consolidated Universal (Consolidated International Equipment and Supply Co.), are two controls which can be purchased separately for most standard process lenses. The latter device is calibrated in percentage values.

Space limitations preclude outlining the optical laws, formulas and calculations involved. If you are determined to make your own you will find an article on how to calculate a simplified diaphragm control in the February, 1953, issue of MODERN LITHOGRAPHY. For more detailed information on optics I would suggest one of the following books: *Camera Lenses*, A. Lockett, Pitman Publish-

*It is impossible for Mr. Paschel to give personal replies by mail, but all questions will be answered in this column as soon after receipt as possible. The columnist also is available to the trade as a consultant for more complex litho problems.*

ing Corp.; "Photographic Optics, A. Cox, Pitman Publishing Corp.; *Photographic Lenses & Shutters*, R. W. St. Clair, Ziff-Davis Publishing Co.; *Principles of Optics*, Hardy & Perrin, McGraw-Hill Book Publishing Co., Inc.

The first three books are excellent primers for the average photographer. The last is a more comprehensive work for scientists and engineers. None of the books provides specific information on constructing lens scales.

### Buy a Densitometer?

**Q:** To get better control and higher quality, do you think we would be advised to install a densitometer? Is it worth the outlay of money? We are a medium sized shop.

E. B., HOUSTON

**A:** What? A medium-sized shop in Texas? Thought everything was big down there, or even bigger. A densitometer is merely an instrument which measures photographic densities with extreme accuracy and uniformity. If you are doing color work, masking, etc., it is a worthwhile, if not indispensable tool, regardless of

the volume of work done. If properly used, it definitely will provide better control and, thereby, improve quality. But in itself it is merely a tool. The benefits you can derive from it depend upon how you use it and the soundness of the methods for which you use it.

### Outlook for Scanners?

**Q:** Seems like every six months or so, someone new is fooling around with a new type of scanner. What's the outlook for such equipment? Do you think it will eventually be standard equipment in the litho shop?

M. W., ST LOUIS

**A:** You're quite right. A lot of people are fooling around with scanners but there are very few in production use. The scanners definitely have a place in the graphic arts, but whether or not it will ever get to the point that one is in every litho shop is problematical. Not every shop will need one, or be able to afford one.

The scanners are ideally suited for certain types of color reproduction and, where the volume of such work justifies the cost, such plants will eventually install a scanner. But the situation regarding scanner design, function, availability and cost is still too nebulous to permit making an accurate analysis or prediction.

### 'Cutting Teeth' In Color

**Q:** We are a black and white shop, considering color. From the standpoint of the camera department, do

(Continued on Page 139)

**COMPARE BEFORE YOU BUY, BECAUSE...**

# **YOU PROFIT WHEN ALL ARE COMBINED IN ONE HARRIS 23 x 30"**

Harris small offset machines are kissing-cousins of the  
World-Renowned BIG Harris Presses.

	HARRIS MODEL 130-FR	PRESS A	PRESS B
<b>Production...</b>  In units of 8½ x 11", 7 x 10", or 6 x 9" you get <i>more salable</i> product faster.	<b>YES</b>	<b>NO</b>	<b>NO</b>
<b>Hi-Fi Print Quality...</b>  Multiroll "Ink-Breakup" Type Inker provides the <i>most even</i> ink coverage over entire image area.	<b>YES</b>	<b>NO</b>	<b>NO</b>
<b>Fineness of Register...</b>  Feed Rolls give the <i>most accurate</i> register from gripper to tail of sheet.	<b>YES</b>	<b>NO</b>	<b>NO</b>



# THREE MONEY-MAKERS PRESS...THE POPULAR

## REMEMBER... THE BONUS WITH THE HARRIS

- ★ Center separation feeder covers the majority of your needs. Additional equipment is there when you need it.
- ★ Print color jobs at consistent high speed. With Harris Feed Roll register, the pressman really controls the sheet.
- ★ In the final analysis, Harris offers you an incomparable service and parts organization.

For a complete  
illustrated explanation of the  
Harris Single-Color 23 x 30" offset press, contact your  
Harris-Seybold Sales and Service office **TODAY!**

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MONTREAL • NEW YORK • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS • TORONTO • WASHINGTON



## Extraordinary! Whiteness with Warmth!

### THE INDIAN

The color photo on the face of this insert appeared originally in the bi-monthly publication, "Oklahoma Today", and is reproduced here with permission. It is a photo of Little Face, a 92-year-old Cheyenne, who, as a nine-year-old in the main Indian camp, witnessed the Battle of Little Big Horn climaxed by General Custer's famous "last stand". Little Face is one of more than 120,000 Indians representing 63 tribes in Oklahoma—more than in all the other states combined.



The instant impression made by Beckett Hi-White is one of dramatic, beautiful brightness. Yet it has a roseate undertone which produces—  
for the first time in a sheet of paper—the effect of whiteness with warmth.

Beckett Hi-White is equally suitable for printing by any method—letterpress, offset, gravure. It is available in all standard basis weights and sizes. In addition to Smooth Vellum, used here, Beckett Hi-White is furnished in a variety of fancy finishes.

To provide a companion cover stock, Hi-White Buckeye Cover has been added to our famous cover paper line.

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*Makers of Good Paper in Hamilton, Ohio, Since 1848*

THIS IS BECKETT HI-WHITE, SMOOTH VELLUM FINISH, 100 LB.

## LITHO CLUB NEWS

### Twin City



#### Hear Kenneth Johnson Speak

Kenneth Johnson, manager of the gravure art and etching department, Brown & Bigelow, addressed the Twin City club Sept. 5, at the White House in Minneapolis.

He explained the principal points of difference between gravure and offset and discussed in what direction gravure is traveling as a method of reproduction.

The club also discussed plans for a suppliers and employers night to be held Nov. 7, at the Calhoun Beach Hotel. Plans for the Christmas party are set along the lines of last year's party.

### Washington

#### Visits Paper Mill

The Washington Litho Club visited the Glatfelter Paper Mill, Oct. 9, for an all-day tour of the plant, and dinner.

The fall season began on Sept. 24 when club members met at the Continental Hotel for dinner and to hear Albert R. Materazzi, of Litho Chemical & Supply Co., and past president of the club, talk on "Quality Controls in Litho Plate-Making."

The Washington club will play host to the 13th annual convention of the

National Association of Litho Clubs May 1-3, 1958 at the Shoreham Hotel. The convention committee is composed of Albert Tucker, general chairman; Paul Schafer, finance; Raymond Geegh, registration; Albert Altshuler, publicity; Mr. Materazzi, panel; Gerald Looney, entertainment; Francis Corcoran, reception, and Walter Conway, program.

### Philadelphia

#### 3M Presents Program

Edmund G. Bartlett, Jr., sales manager, printing products division, Middle Atlantic district of the Minnesota Mining & Manufacturing Company, presented the first program of the fall season for the Philadelphia Litho club at the Poor Richard Club, Sept. 23.

Mr. Bartlett showed a sound movie on the history of his company, and then presented a report on the research programs and plans of the company for the future. He also discussed the wide range of products offered by 3M.

The local 3M dealers offered an unusual door prize for the evening by donating a share of 3M stock, currently selling at about \$90.

The club also held an outing at the Valley Forge Golf Club on Sept. 28.

### Canton

#### Danner Press Sponsors Meeting

Canton Litho Club members were guests of the Danner Press at a dinner meeting last Sept. 11.

Donald French, vice president of the company, gave the welcoming address. Mr. French, who is also president of the Web Offset division of Printing Industry of America, explained the function of web offset in relation to other graphic arts processes and the function of his company in relation to others in the field of magazine publications.

Following the dinner and meeting, the club was divided into small groups for a tour of the plant which included stops at the art, camera, plate and press departments.

This month's program will be presented by the Miehle Corporation with special emphasis on its "Lithoprint."

### Cincinnati

#### Tour Champion Plant

Members of the Cincinnati Litho Club were guests of the Champion Paper & Fibre Co., Hamilton, Ohio, on Oct. 8, when they were taken on conducted tours through the plant. With 32 members present at the opening meeting of the fall season on Sept. 10, plans for future programs were presented by Frank Petersen of Nielsen Lithographing Co., educational committee chairman.

Bernard Smith, President has appointed committees to select candidates for offices for the coming year, with the nominees to be announced at the December session, and the election a feature of the January meeting. Jack Loos of Offset Plate Graining Co. is chairman of the "Blue Ticket" committee, and Nelson Kirby, Tru-Color Offset Service Co., heads the "White Ticket" committee.

### Milwaukee

#### Hear Talk On Colormat

Members of the Milwaukee club met on Sept. 24 at the John Ernst Cafe, to hear Theodore Hommel of Unitronics, Inc., St. Louis, discuss the Colormat process. This process employs a diazo-type film which is exposed to light through a positive. After exposure the film is developed simply by bringing it into contact with ammonia vapor. Mr. Hommel also held a question and answer period after his talk and demonstration.

The club has decided not to hold a fall dance this year due to the lack of attendance at recent social functions.

Francis Leygraff has assumed the presidency of the Milwaukee Litho Club, succeeding Gabriel Koncar who has resigned because he moved.



Top photo: Melvin Mark, moderator of the photography forum introduces speakers seated behind him. They are (l-r.) Paul Diamond, The Haloid Co.; Nicholas Minotti, Chemco Photoproducts Co.; Ford Ray, Gevaert Co. of America, Inc.; James Tohil, Ilford, Inc.; and John Lupo, DiNoc Co. Bottom Photo: forum guests visiting displays elsewhere in Manhattan School.

## 700 At Photography Forum

CAMERA techniques and film as applied to lithography were discussed in New York last month by six representatives of photographic supply houses.

The program, which was attended by 700 persons, consisted of a panel discussion followed by a question and answer period and demonstrations of materials at the Manhattan School of Printing on Sept. 18. It was attended by students of the school and by lithographers from New York and nearby cities. Moderator for the forum, third in a series of four, in 1957, was Melvin Mark, head of the school's camera department.

The representatives were James Tohil, Ilford, Inc.; Nicholas Minotti,

Chemco Photoproducts Co.; John Lupo, DiNoc Co.; Robert Martin, Du Pont; Ford Ray, Gevaert Co. of America, Inc.; and Paul Diamond, The Haloid Co. Each discussed his company's film products.

Mr. Martin laid special emphasis on Du Pont's recently developed Cronar, and told of two new films, a pan masking and a pan litho film, still under evaluation by his company. He said they should be on the market within the next six months. Mr. Ray described the dual emulsion film, "Correctone," declaring that it has many advantages but that it is not a "cure-all."

Mr. Diamond told the colorful story of the discovery of Xerography,

derived from the Greek words, "xeros," meaning dry, and "graphos," meaning writing, less than 15 years ago. The dry copying method was introduced to the public only eight years ago, he said, and today there are about 600 users in New York alone, with about 5,000 throughout the country. He said its major use is in offset.

He created some excitement by showing an aluminum master plate prepared by xerography. It was a direct image plate, not presentized, he stressed, and was made the same way as the paper masters. He told of one case in which a similar test plate made a run of 103,000 and the user filed it away for future use. This plate is not yet on the general market.

Best way to make a drop-out half-tone with a magenta screen was one of the questions asked the panel. Mr. Lupo advised making a white light exposure after the conventional main and highlight exposures have been made. The questioner then asked what would happen to tonal qualities adjacent to the drop-out. Mr. Lupo said these areas should reproduce well. However, he reminded that if a tone within the copy area is similar to the background tone, it will drop out, too.

The next question was the old standby, magenta vs. glass screen. Mr. Minotti pointed out the advantages and disadvantages of both, and the factors which control the accuracy and success of either method.

Another question dealt with using speed-lights or strobe lights for process camera work. Mr. Lupo said some work is being done with this unit, especially at Du Pont. He said the law of reciprocity is an important consideration in the use of speed lights.

The forums are to be sponsored four times a year according to Joel Robinson, assistant to the dean of Manhattan School.

Because of the large attendance, a second panel session had to be held later in the evening, while those who attended the earlier one visited the booths and displays set up by the various participating firms.





## LITTLE BENJY 1 Step Wash-up Solvent

**CLEANS ROLLERS FASTER, SAFER, BETTER THAN ANY OTHER METHOD**

Try this. A few drops of Little Benjy on a small area of a badly scaled and dirty roller. In just fifteen seconds, wipe away all pigments, glaze, and gum left deep in the roller by ordinary solvents. See how effective Little Benjy can be in removing the toughest scale deposits.

See the results obtained in repeated field tests: reflex blue to pastel yellow in fifteen minutes, under typical pressroom conditions!

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TRIAL KIT**



We'll supply the dropper, sample can of Little Benjy, and brochure showing actual test results. Don't delay . . . write today.

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# Re-orders

**SPEAK LOUDER THAN WORDS**

  
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**17 LITHOPRINT**

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ROYAL McBEE INSTALLED ANOTHER**



Royal McBee Corporation, Athens, Ohio, operates a large printing department. Ten Offset units and twelve Letterpress units, in addition to other special presses, are utilized on a three-shift basis in the production of McBee business forms and Keysort Card Systems.

Two years ago, they installed their first Lithoprint to handle the shorter run work of this type.

The Lithoprint did an excellent job for them and they have realized the need for an additional machine...and recently completed the installation of a second press.

Royal McBee is one of the many plants today operating two or more Lithoprint presses.

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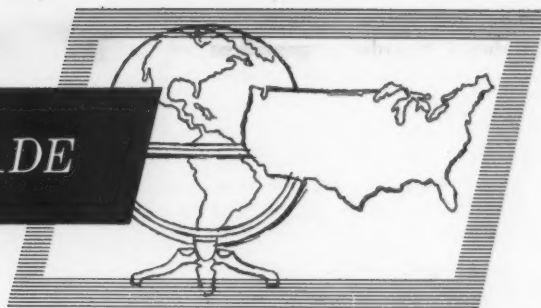
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## NEWS about the TRADE



### **LNA Rejects Merger with PIA; Oswald Succeeds Wolff as V. P.**



John M. Wolff

**L**ITHOGRAPHERS National Association last month rejected a plan to merge the organization with Printing Industry of America, but left the door open for affiliation with other trade associations.

Terms of a proposal to merge with PIA, rumored in the trade for more than a month, were presented by a special committee at a board of directors meeting Sept. 17 in New York. They were considered "unacceptable" and the proposal was tabled. At the same time a special committee was appointed "to explore the possibility of LNA's affiliation with various trade associations in the graphic arts." There was no elaboration on this point from LNA headquarters, as to what direction these explorations might take.

Following the board meeting, it was announced that John M. Wolff had resigned as vice president of the association. L. E. Oswald was named to replace him. Mr. Wolff is vice president of Western Printing &



L. E. Oswald

Lithographing Co., Southwestern Division, St. Louis, while Mr. Oswald is treasurer of the E. F. Schmidt Co., Milwaukee.

Resignation of two directors also was announced. James S. Armitage, president of The Inland Press, Chicago, and Malcolm G. Pittman, vice president of Greiner-Fifeld Litho Co., Kansas City, Mo. were replaced by S. D. Goller, president of Fine Arts Lithographing Co., Kansas City, Mo., and Curt Teich, Jr., president of Curt Teich & Co., Chicago.

Directors endorsed the reorganization of LNA under its new executive director, Oscar Whitehouse, which had been approved by the executive committee early in August. The board also gave its approval to moving LNA's executive headquarters to Washington, D. C. The changeover is planned for early December. New York will become the Eastern office, complementing the existing mid-Western office in Chicago.

The special committee looking into

affiliation with other trade associations is headed by Carl N. Reed, Niagara Lithograph Co., LNA president. Members include Edward Loebe, The Regensteiner Corp., Chicago; William H. Walters, U. S. Printing & Lithograph Co., New York; William M. Winship, Brett Lithographing Co., Long Island City, N. Y.; and Ralph J. Wrenn, Stecher-Traung Lithograph Corp., San Francisco.

Carl R. Schmidt, Schmidt Lithograph Co., San Francisco, who is chairman of the LNA board, presided at the Sept. 17 meeting. Proposals for expanding LNA's various services were approved at the meeting.

Also announced were plans for meetings of three of LNA's groups. The Cost, Accounting and Financial Management committee, headed by Everett F. Bowden, of Forbes Lithograph Mfg. Co., will meet in Boston Nov. 21-22. The Labor Relations committee and the Bank Stationers section also have scheduled meetings.

#### **Reports Earnings**

Harris-Intertype Corp., Cleveland, O., has reported that net sales for the fiscal year ended June 30 amounted to \$59,078,826, net earnings \$4,733,045, and earnings per share \$4.02. Harris-Seybold and its subsidiaries accounted for approximately \$43,000,000 of the sales, and Intertype and its British subsidiary for \$16,000,000.

The company, reporting to shareholders and employees for the first time under its new name (Harris-Seybold Co. and Intertype Corp. merged in June), presented the statistics in a colorful 28-page booklet produced with composition on an Intertype "Fotosetter" and offset presswork on a two-color Harris press.

### Urges New Methods Fund

Edward Swayduck, president of Local 1, Amalgamated Lithographers of America, in a talk to the 500 delegates at the opening session of the ALA's 75th anniversary convention, last month, urged the establishment of a \$2,000,000 fund for the development of new technological methods in the lithographic industry.

The plan, which calls for both union and management to contribute \$1,000,000, would benefit everyone in the industry by lowering costs to buyers and the public, open vast new markets for lithography and insure fair profits to employers and full employment to workers, Mr. Swayduck declared.

Delegates of the 35,000 member union also heard George Canary, international president of the union, report on meetings held recently between his office and representatives of major employers' associations. He asked for management cooperation on a national standard of apprenticeship for the trade branches within the industry.

Jurisdictional problems between the ALA and the International Typographical Union, Printing Pressmen's Union, Paper Workers Union and the United Steelworkers of America also were reviewed at the five day meeting in Chicago.

### Safety Congress To Meet

The Printing and Publishing Section of the National Safety Council will meet at the Conrad Hilton Hotel, Chicago, on Oct. 23, for a two day program on safety in the printing and publishing industries.

Among the speakers are Charles Shapiro, manager, educational department, Lithographic Technical Foundation, who will speak on teaching printing safety to supervisors and Frank N. Burt, manager, trip control department, Micro-Switch Division, Minneapolis-Honeywell Regulator Co., who will discuss new ideas in safety switches.

A film titled "The Safer Saber" which shows new safety devices from Harris-Seybold and a talk on building safety into the printing press are also planned.



Judges for the current entries in the 1957 Printing Industry of America's Printers and Lithographers' Self-Advertising Exhibition and Awards competition, are shown meeting in Roosevelt Hotel, Pittsburgh. Winners will be announced at the PIA convention on Oct. 15 at the Morrison Hotel, Chicago. Pictured are (l.-r.) William W. Kight, Advertising Federation of America; Henry R. Hoke, Jr., Direct Mail Advertising Assn., Inc.; Leonard B. Schlosser, The American Institute of Graphic Arts; C. B. Templeton, National Industrial Advertisers Assn.; and C. William Schneidereith, PIA.

### CLA Meets at Mont Tremblant

The Canadian Lithographers' Association held its 1957 convention Sept. 22-26 at the Mont Tremblant Lodge, Mont Tremblant, Province of Quebec.

A well-balanced program of recreation and business was offered to the delegates including three general business sessions.

Among the speakers were Michael Bruno, director of the research department of the Lithographic Technical Foundation, Chicago; Harold Dymont, chairman, CLA sports and convention committee; and E. C. Caldwell, president of the association.

There was a general association discussion of the jurisdictional dispute arising between the AFL and ALA concerning letterpress pressmen etc., operating offset equipment and the ALA control over such equipment. Mr. Bruno was chairman. Mr. Caldwell presided over a discussion and decision as to a uniform method of making escalator clause bonus adjustments under the terms of the collective agreement.

Other subjects discussed at general meetings were participation in the Ontario workmen's compensation experience rating plan and the re-use of the union label.

Among the reports submitted at the convention was an industrial survey report, and one on the lithographers' pension plan and the association's welfare plan.

### Changes Meeting Date

The Research and Engineering Council of the Graphic Arts Industry has changed the date of its eighth annual meeting at the Edgewater Beach Hotel, Chicago, to May 21-23, 1958. The date of the meeting had been previously announced as May 14-16.

Felton Colwell, of the Colwell Press, Minneapolis, council president, also announced plans for the council's ninth annual meeting, which is scheduled for New York in May of 1959.

At a recent meeting in Minneapolis, the officers also discussed plans for a proposed traveling lithographic plate exhibit comparable to the council's



*When gloss is  
a factor*



*use*

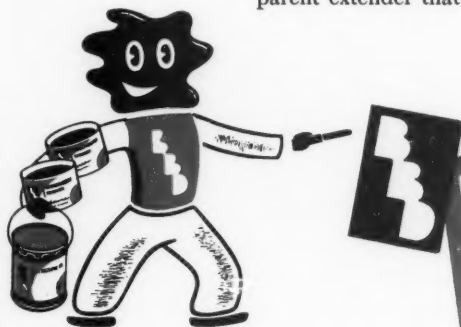
## **BBD CHROMAT EXTENDER**



Here's how to prevent loss of gloss when making tints or reducing color-strength of any offset-litho ink. Just use BBD "CHROMAT EXTENDER #37089" instead of old-fashioned extenders and transparent whites. Mixed in any proportion, "CHROMAT EXTENDER" insures that a standard ink will print with a glossier finish... that a gloss ink will retain its gloss.

Primarily developed as an extender for gloss inks used on cast-coated papers, "CHROMAT EXTENDER" works equally well with inks for regular coated and uncoated stocks. It has just the right amount of tack to prevent picking while assuring clean, sharp halftone reproduction... is fast-drying, soft-bodied and easy to work with.

BBD "CHROMAT EXTENDER" is an invaluable aid in the modern offset pressroom. Order a can today so you'll always be ready with a transparent extender that will bolster or protect your ink's gloss.



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*Better Inks for Better Printing*

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A subsidiary of  
Sun Chemical Corporation  
Sales offices in  
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Overseas Division,  
Sun Chemical Corporation  
L. I. C., N. Y.

letterpress plate exhibit and approved plans for a symposium on materials handling to be held in Chicago in November by the committee on engineering and materials handling.

Council officers attending the meeting were Mr. Colwell; George H. Cornelius, Jr., Cornelius Printing Co., 1st vice president; Alan S. Holliday, Craftsmen, Inc., 2nd vice president; C. L. Jewett, Minnesota Mining & Manufacturing Co., secretary; and W. R. Spiller, Harris-Intertype Co., treasurer.

#### **"Wonderful Weekend In Wisc."**

Twelve printers and lithographers, recent winners in the Whiting Plover Paper Co.'s letterhead contest, along with the salesmen who supplied them with Plover paper, were guests of the company for their annual "Wonderful Weekend in Wisconsin" Sept. 4-8.

The winners were flown from their various home cities to Chicago, and then by chartered plane to Stevens Point, Wisc., home of Whiting Plover.

The weekend was then devoted to a tour of the paper mill, golf, dinners, swimming, fishing, relaxation and anything else the company could provide for their guests.

Each winner, in addition to the hospitality, received a trophy and a certificate of achievement.

#### **New Lithograph Guild Meets**

Lithographers Guild, Inc., a new organization established in the greater New York area, met on Oct. 9 at the Overseas Press Club.

Membership in the new group is extended to management level personnel among medium size and smaller lithographic houses.

The organization plans to bring together the management personnel for discussion and appraisal of company operations and problems related to their common interests in the lithographic industry.

Acting officers of the group are: Arthur Schwartz, Mastercraft Litho, president; Edward Landes, Landes Offset, vice president; Harvey H. Hausner, Times Litho, treasurer; Melvin Tomback, Graphic Industries,

secretary; and David Malsman, Adver-Graphic Co., program chairman.

#### **Addresses AMA Convention**

Edward Swayduck, president of Local 1, Amalgamated Lithographers of America, and Daniel Arvan, legal counsel, Metropolitan Lithographers Association, presented a "Case History of Labor-Management Relations in the Lithographic Industry" at the fall personnel conference of the American Management Association, Hotel Sheraton Astor, New York, Sept. 23.

#### **To Build New Plant**

W. A. Krueger Co., Milwaukee, broke ground last month for a million dollar plant to be erected on a six acre tract. The Structure will contain 150,000 sq. ft.

#### **Clark Promoted At R-C-S**

Gavin C. Clark has been appointed assistant to the president of Rolph-Clark-Stone, Toronto. He was formerly on the lithographic sales staff.

Mr. Clark, who joined the company in 1947, has gained experience in lithographic service, calendar print-

ing and lithographic sales, and recently attended a management course at Harvard.

Frank M. Rolph has been promoted to sales manager and John A. Hanley, assistant sales manager in the lithographic sales division. Since last fall both men have been assistant sales managers. They will continue selling and servicing some of their major accounts.

#### **Consolidated Issues Film**

Consolidated International Equipment & Supply Co. has available a 45 minute 16 mm. sound color film covering the recent international trade fair exhibit held in Lausanne, Switzerland. It covers every phase and type of graphic arts equipment.

The film was first shown at the NAPL convention in St. Louis last month. Consolidated has made it available to all national, regional and local conventions, as well as all graphic arts, lithographer's and craftsmen's clubs.

Showings can be arranged by contacting Martin A. Ross, vice president, Consolidated International Equipment & Supply Co., Dept. "G" 330 West 26th St., New York.

#### **New Trend?**

Four-color process photos were used on these Meister Brau beer cans. Does it presage a trend? See article on page 69.



# SIEBOLD BLANKETS



**ALWAYS give you  
PROTECTION**

**because they're  
"BEST BY TEST!"**

Tested under many different conditions by the most critical Lithographers, Siebold Blankets meet every requirement for minimum embossing or debossing and provide perfect dot reproduction.

"Over a half-century of service" to the most exacting users results in continued reorders of these outstanding blankets. A single order will prove their quality and worth to the most skeptical. Guaranteed to give complete satisfaction. Available in silver-grey or red.



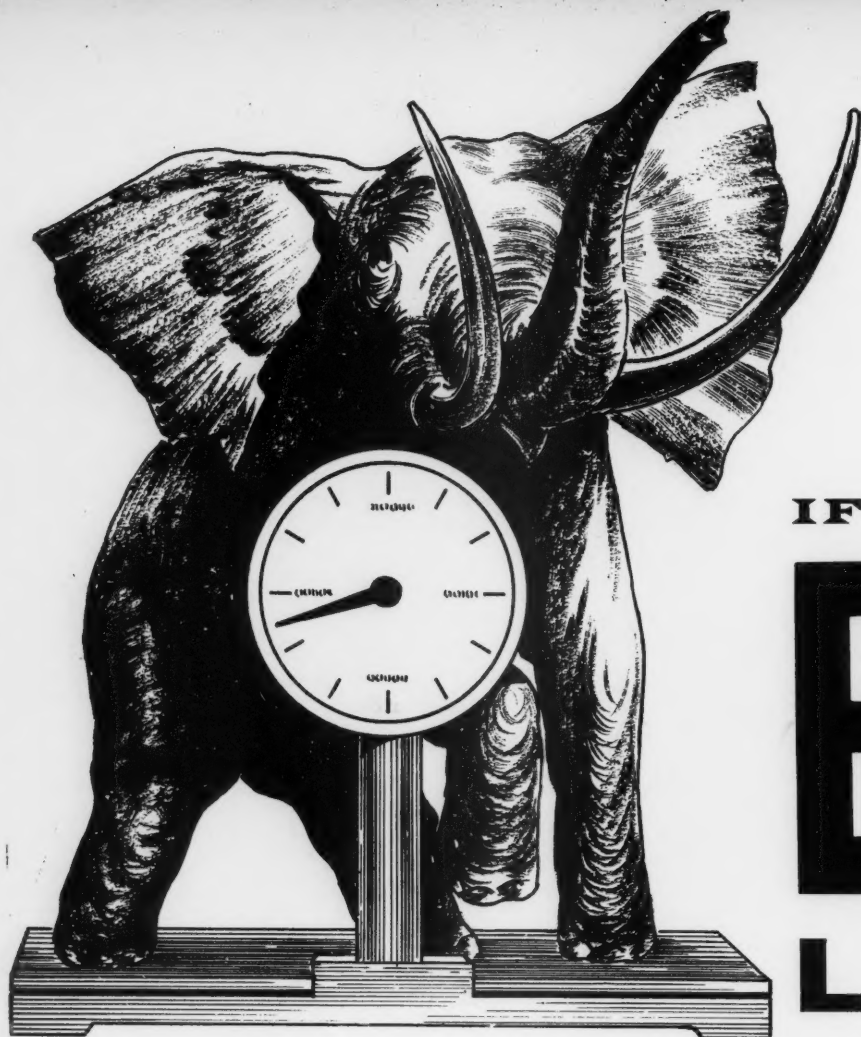
**"OVER HALF A CENTURY" OF SERVICE**

MEMBER: Lithographic Technical Foundation  
—National Association of Photo  
Lithographers—National Association of  
Printing-Ink Makers—National Printing-  
Ink Research Association—  
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EVERYTHING FOR THE LITHOGRAPHER  
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IF YOU WANT

**BIG  
LOADS**

**WITHOUT INK OFFSET  
USE OXY-DRY SPRAYERS\***

•The full load means more profits for any printer that has large runs, needs all the floor space he can find for work in progress and counts every minute unloading and loading require. Hundreds of printers in the U.S., Canada and many foreign countries have OXY-DRY\* sprayers for these same reasons. They are getting ink-offset free work with loads of 5200 pounds at press speeds of 5000 impressions per hour on multi-color presses.

•While your problems may not be speed or large runs you can still reap many competitive advantages with OXY-DRY\* sprayers . . . cleaner, sharper, smoother sheets that are static-free for perfect jogging. Sheets dry faster, can be put into bindery work

sooner and above all are completely free of ink offset even when run at full press speeds.

•Mechanically, OXY-DRY\* sprayers are marvels of precision operation. Once set for the type of work being run, they run shift after shift without adjustment, using the least amount of powder possible, and if you really want a heavy lay of powder OXY-DRY\* sprayers are what you need.

•Since you may already be buying an OXY-DRY\* sprayer with reject sheet waste, pressroom fog maintenance waste and excess powder waste why not check through what OXY-DRY\* can do for you? Write, wire or phone for more information or a plant survey.

*\*Fully protected by U.S. patents*



*sells profits to printers*

**OXY-DRY SPRAYER CORPORATION**

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ANTI-INK OFFSET POWDERS • ELECTRONIC NEUTRALIZERS • SHEET CLEANERS • WEB CLEANERS • DIE-CUT BLANK CLEANERS • PLATE WASHERS & DRYERS • PLATE GRAINERS





Felton Colwell (second from left), president of the Research and Engineering Council of the Graphic Arts Industry, explains color reproduction techniques used at Colwell Press, Minneapolis, to other officers of the Council, who met for an executive session in that city on Aug. 19. Others are (l.-r.) George H. Cornelius, Jr., Cornelius Printing Company, 1st vice president; Mr. Colwell; Alan S. Holliday, Craftsmen, Inc., 2nd vice-president; W. R. Spiller, Harris-Intertype Corporation, treasurer; and C. L. Jewett, Minnesota Mining & Manufacturing Company, secretary.

### Litho Problems Discussed

A panel session on pressroom problems was held Oct. 8 to open the fall series of activities of the Lithographic Division, New York Employing Printers Association.

Edward Blank, division chairman, announced that a new lithographic bulletin is in preparation and will be circulated to members of NYEPA operating offset equipment. The bulletin will contain technical information, management advice, new equipment reports, and new items of special interest to lithographers.

The organization is also planning to hold a series of technical workshops for lithographer members early in 1958.

### Bagamery Resigns

Directors of the Graphic Arts Association of Illinois are seeking a replacement for the organization's general manager, Frank J. Bagamery, who resigned Aug. 31. J. Norman Goddess, the association's legal counsel, who is acting manager, said a canvas of potential candidates was started at a board meeting Sept. 5 and that final decision will not be made hastily.

The board has before it, also, a proposal to change the name of the or-

ganization to Printing Industry of Illinois, which would tie the Illinois group more closely into Printing Industry of America with which the state association recently affiliated. Mr. Bagamery, it was learned, resigned his Chicago post to accept the position of director of industrial relations for a steel manufacturer at Evansville, Ind.

### Parker Rejoins Graining Co.

Edwin W. Parker, original owner of Photo Litho Plate Graining Company, Inc., Baltimore has, assumed an interest in the firm again, and was elected its president. Lillian S. Heath is secretary-treasurer.

Mr. Parker had sold the business to Norman Heath, Mrs. Heath's late husband, in 1945. Mrs. Heath had been directing the company since her husband's death last year.

### Houston GAA Starts Series

The Houston Graphic Arts Association is publishing a series of bulletins to familiarize present and prospective members with the services performed by the organization for its members. The first bulletin in the series deals with the association's employment service program.

### Herbert Mason Joins Tracy

Herbert Mason has joined Tracy Lithographers, Inc. and Perkins-Tracy Printing Co., St. Paul and Minneapolis, as a sales executive.

The author of two graphic arts text books, *Advertising Layout* and *How to Select Type Faces*, he was formerly art director, production manager and account executive of Bozell and Jacobs, advertising and public relations agency, in the Minneapolis office.

### P.I.P. Conducts GA Courses

Printing Industry of Pittsburgh is offering 10 evening courses open to everyone in the graphic arts. The non-profit program includes "Survey of Graphic Arts Processes," "Preparation of Art and Copy for Reproduction" and "Lithographic Estimating for Profit."

The courses, which range from 10 to 24 evenings, began Sept. 30. Two other courses, "Modern Management Training" and "How Our Printing Industry Operates" are due to begin in January.

### Pioneer Printer Dies

William A. Kistler, 84, pioneer printer and lithographer, died August 29 at his home in Los Angeles. He operated a printing company under his name for many years until 1936, and was owner-publisher of *Out West* from 1903 to 1930.

### Paper, Pulp Sales Higher

The American Paper and Pulp Association reported last month that sales of 73 pulp and paper companies were eight percent higher during the first half of 1957, than for the same period last year.

Sales of the reporting companies rose from \$2,014,000,000 to \$2,171,000,000. Earnings after taxes amounted to 7.8 percent of net sales, a drop of 1.1 percent from the 1956 period. The loss in profit is attributed to higher costs of labor, transportation and materials.

The association also noted a three percent decrease in production of paper and paperboard for the six month period.

**T**oday, more highlight and combination halftones are made the Fluoro way than ever before. Conclusive proof of better results, or higher profits . . . or both.

For fast highlight, or combination highlight halftones without double masking or opaquing, Fluorographic is the only true **PRODUCTION** process. We'll install it for you quickly, and demonstrate its gratifying simplicity. Wire collect for full information.



**FLUOROGRAPHIC SALES DIVISION**  
**Printing Arts Research Laboratories, Inc.**  
La Arcoda Building, Santa Barbara California

## Amalgamated Launches Membership Drive

**A**FTER considering jurisdictional problems affecting their relations with the International Typographical Union, Printing Pressmen's Union, Paper Workers Union and the United Steelworkers of America, the Amalgamated Lithographers of America announced last month it will launch "an all-out drive for the organization of all lithographic workers" whether or not the move is approved by AFL-CIO.

This move, latest in a fight which stems from charges that lithographers have been raiding other unions in violation of the AFL-CIO constitutions, and jurisdiction over members employed in new printing processes, including phototype setting, could result in ALA severance from the AFL-CIO.

More than 500 ALA delegates attending the convention in Chicago late last month voted unanimous approval of the membership drive which the union later stated would be carried out, "even if unfortunately it required disaffiliation from the AFL-CIO." The convention instructed its International Council to "take whatever action seems desirable to continuing our affiliation with or disaffiliation from the AFL-CIO and Canadian Labor Congress."

The ALA has contended that while the AFL-CIO constitution provides that no union may organize workers in a plant covered by another union, lithography equipment has spread into letterpress shops, paper mills and others competitive with ALA shops. ALA has organized only lithographers, which it has "the right and duty to do," Benjamin M. Robinson, the union's general council said. The union also declared that it needed to organize all lithographic workers in order to protect job security of members and to maintain stability in the industry.

### Willy's Division Manager

Lawrence Clark has been appointed manager of Zenith Graphic Supply, a newly formed division of Willy's

Plate Graining Corp. He will be responsible for national distribution of a complete line of lithographic materials and supplies.

Mr. Clark was formerly with the Lumirol Corp., and has a background of practical trade experience together with a knowledge of sales and marketing procedures.

### Three New Harris Directors

Stockholders of the Harris-Intertype Corp. elected three new directors at the annual meeting in Cleveland Sept. 27. The new directors are John W. Hooper, president of the Lincoln Savings Bank, Brooklyn; Oswald L. Johnston, a partner in the New York

### New Film Processing Device

The Haloid Co., Rochester, N. Y., has announced development of a graphic arts device which automatically develops, fixes, and washes lithographic-size, cut-sheet film and negative papers.

The machine, called the Lithoflo Processor was demonstrated publicly for the first time at the recent NAPL convention. It is said by the company to fill the need of printers and lithographers for an automatic unit capable of offering quality, uniformity and control in the developing of graphic arts film.

Production models will accept any size sheet of film or paper from 6 x 8" to 20 x 25". The negative material is fed into one end of the processor and

law firm of Simpson Thacher & Bartlett, and Richard B. Tullis, a vice president of Harris-Intertype.

Mr. Tullis, formerly vice president of the Miller Printing Machinery Co., Pittsburgh, joined Harris-Seybold Co. as a vice president before its merger with Intertype Corp. in June. The other two men formerly were directors of Intertype.

### PSSG To Hold Party

The Printers Supply Salesmen's Guild will hold its 9th annual winter weekend party at the Hotel Berkeley-Carteret, Asbury Park, N. J., Oct. 25-27. A full weekend of dinners, games, golf, cocktail parties, dancing and other amusements is planned. Cost will be \$22.85 to \$24.85 single, and \$41.70 to \$45.70 per couple.

travels, via belt and roller feed, in a predetermined time sequence through developing, fixing and wash tank before emerging at the other end to be hung up to dry.

A negative may be completely processed in eight minutes and will be sufficiently fixed and washed to be usable approximately 10 years, the company states. However, a variable speed control permits overall processing time to be set at any point between eight and 16 minutes.

The processor holds 18 gallons of developer constantly replenished by gravity from a three quart bottle. A water jacket surrounding the developer tank provides accurate temperature control to plus or minus one-half degree.

The Lithoflo Processor, a recent development by The Haloid Co. Shown for the first time at the NAPL convention last month.





Officers of the Business Forms Institute at the fall outing meeting are (l-r.) W. C. Lamprechter, Stephen Greene Co., Philadelphia, first vice president; R. S. Daugherty, Shelby Salesbook Co., Shelby, O., president; and H. M. Meloney, executive director.

### BFI Holds Fall Meeting

The Business Forms Institute held a fall outing meeting at The Greenbrier, White Sulphur Springs, W. Va., Sept. 16-18. Forty-nine representatives of 21 member companies attended the meeting, and three non-member companies sent representatives as guests of the association.

The next meeting of the institute is scheduled for Nov. 8 in San Francisco. On Feb. 13-14 the annual meeting, at which new officers for 1958 will be announced, will be held at the Park Lane Hotel, New York.

Institute members, canvassed at the fall meeting, indicated that their volume of business is continuing at the high level set in 1956.

### 'Paper Demand To Increase'

A strengthening of the demand for printing paper for the balance of 1957 and carrying through into 1958 is predicted by A. G. Sharp, vice president of Kimberly-Clark Corporation.

However, the industry should be preparing now to meet the challenges of the future, he cautioned a gathering of more than 50 executives from prominent paper distributing companies all over the nation attending the Distributor Management Conference at Neenah, Wis. last month.

"The demand for paper is tied to the economy of the country," Mr. Sharp said, "and we fluctuate with the economy.

"There is no real recession in sight. The level of spending by individual businesses is tapering off slightly, but

consumer spending is rising. There has been a sharp increase in consumer sales the last few months although individuals have increased savings considerably in the same period," he said.

### Correction on "Velvee"

Because of last minute changes in the big convention issue of ML last month, two "teaser" advertisements were ensnared. The ad on page 116 "VELVEE overcomes DIGL!" correctly asked readers to turn to page 128, where a similar advertisement advised that "VELVEE releases DIGL!" This ad, in turn, should have referred back to page 116, but in error, it referred instead to page 69, which contained an advertisement for Eastman-Kodak Co.

Now that we've got that all straightened out, perhaps some readers are still in the dark about what Velvee is. It's a new product of Anchor Chemical Co., Inc. which the company describes as "a rubber rejuvenator and gum glaze remover for composition and rubber rollers and blankets and all rubber materials."

For further details, see the Anchor advertisement, which appears (we hope!) on page 95.

### Joins Houston GAA Staff

George R. Neilson has joined the headquarters staff of the Houston Graphic Arts Association as assistant to the executive secretary. He recently retired from the U. S. Army after 40 years of service.

### United Printers Earnings Up

W. Christopher, president of United Printers & Publishers, Inc., Joliet, Ill., recently told stockholders that the unaudited figures for the first five months of the year showed earnings to be \$137,041 as compared with a loss of \$134,253 for the same period last year. The figures were included in a news report in the *Wall Street Journal* of Aug. 29.

The report, the *Journal* stated, was dated the same day as an announcement by a group of stockholders (calling themselves "The Founders Group," and claiming to represent 13 percent of the outstanding stock) of a proxy fight to win control of the company. The group charged that, under present management, the company "sank to the bottom" of the industry from the top position in 1947. The group also noted that only 106 shares of the 520,200 issued at the end of the fiscal year on Feb. 28 are owned by the present directors, and only two shares by the president of the firm.

### Johnson To Litho Service

The Lithographic Service Co., Philadelphia, has appointed Clifford Johnson, formerly of Time, Inc. and Printing Developments, as technical representative.

Mr. Johnson has a background in both lithography and photo-engraving, having attained a journeyman's rating as a color photographer in both mediums.

While with Time, Inc. he aided in the development of the Lithure and Lithengrave plates and the early experimentation with the Time electronic color scanner.

He has recently been with Atlantic Paper Co., a division of Mead Paper Co., Atlanta, as a consultant with its offset division.

Mr. Johnson has made many presentations to litho and craftsmen's clubs throughout the United States and Canada, and has appeared on numerous educational panels. He has collaborated with the Lithographic Technical Foundation and Rochester Institute of Technology in research work for Time, Inc.





# ALWAYS THINKING of how best to serve • YOU ... and • LITHOGRAPHY • ALL WAYS ... NEW WAYS

**NOW... A NEW BY-PRODUCT OF OUR RESEARCH**

**LITH-KEM-KO**

**SWAB-EZE**



**SWAB-EZE ARE NOW BEING PRODUCED  
IN QUANTITY . . . ORDER YOURS NOW!  
\$1.45 ea. Canada slightly higher**

Research has many phases and facets: the never-ending search for new products; the test-check-and-re-check experimentation involved in perfecting present products.

Research often uncovers a new method or simplification of procedure which pertains *not* to a particular problem at hand, but to some general or basic operation. We at Litho Chemical prefer to term such happy discoveries the "by-products" of research.

Our newest by-product, SWAB-EZE, has these very distinct advantages over the obsolete swabs and wipes now in use: it is a *sturdy* item, designed for tough handling yet made of lightweight plastic; it is *colorful*, always easily visible; it is *economical*, not only because it outlasts other swabs, but because the thick mohair pile backing does not soak up and waste chemicals — plus: it can be cleaned and reused time and again; it has an *easy-grip* handle which means hands are never soiled in the swabbing processes — For long-run economy, for all plate-swabbing needs; SWAB-EZE! A by-product of our continuing research for YOU and LITHOGRAPHY.

## USE THIS HANDY ORDER BLANK

**LITHO CHEMICAL & SUPPLY CO. 46 Harriet Place, Lynbrook, L. I., N. Y.**

Please send us ..... new **SWAB-EZE**

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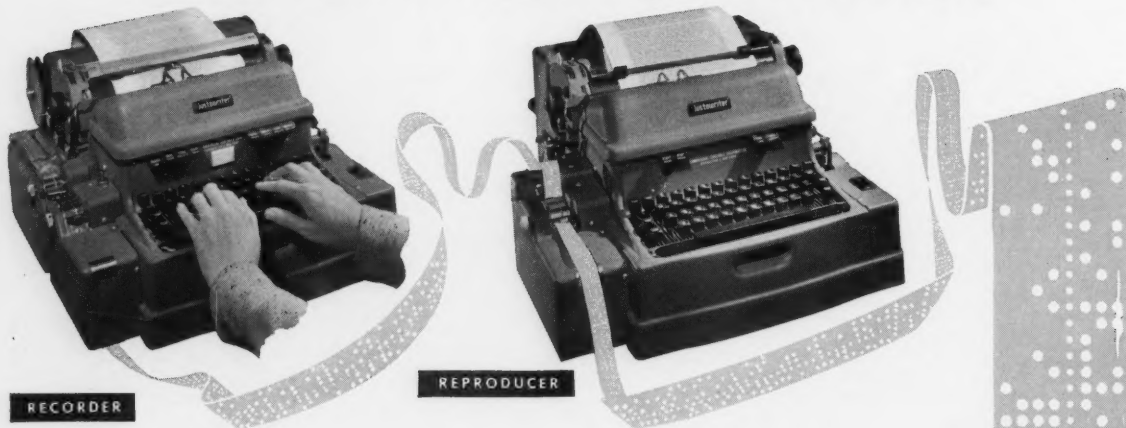
COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

**LITHO CHEMICAL  
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# Save up to 80% in type composition with the Friden Justowriter®



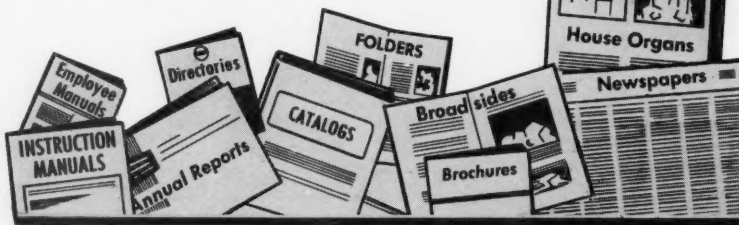
You can save by installing the Justowriter automatic tape-operated composing machine in your office. With the Justowriter it is no longer necessary to buy costly typewriter or hot metal composition. Any typist can set clean, sharp, justified (even margins) professional composition right in your office. Copy can be set directly on any duplicating master or reproduction proof paper.

This means that you can save money on every printing job, large and small. You can set justified composition for all the applications listed at the right....and many more too.

It's as simple as this: One keyboarding on the Justowriter Recorder produces visible copy and a punched paper tape. The tape operates the Justowriter Reproducer to set sharp, justified, direct image plates or reproduction proofs....automatically at 100 words per minute. Fourteen different type styles are available in sizes from 8 to 14 point. Author's alterations or changes can be made easily by duplicating the tape.

Hundreds of companies are now saving up to 80% in composition costs with the Friden Justowriter. Write today for actual cost-saving facts.

The above copy was set on the Justowriter in 10 point Book type.



Friden Calculating Machine Company, Inc.

San Leandro, California

Sales and service throughout the world

## Young Lithographers Meet

The Young Lithographers Association met Oct. 9 at the Advertising Club, New York and heard a talk on "Education in the Lithographic Industry."

Charles Shapiro, educational manager of the Lithographic Technical Foundation, was the speaker. Mr. Shapiro, who is in charge of the development and production of LTF's training program, highlighted the following points in his speech: relationship between education and research; dissemination of technical information; audio visuals as a means of demonstrating technological changes; relationship between training and education; types of training programs and types of educational progress.

New members of the association are Donald B. Salzer, Salzer & Co.; Henry Webendorfer, American Type Founders; John T. Prentki, Jr., Kindred MacLean Co.; Frederick J. Ruck, Jr., Oberly & Newell; and Clifford W. Pfluger, Jr., L. H. Philo Corp.

## NYEPA Lithographic Bulletin

The first issue of a new lithographic bulletin has been distributed as a service to members of the New York Employing Printers Assn. operating lithographic equipment. The bulletin contains technical information, financial and management advice, reports on new products, and industry news selected especially for quick and profitable reading by the association's 164 member-firms in the lithographic field.

Technical material is edited by Charles W. Latham, NYEPA lithographic consultant, and by an industry committee headed by Edward Blank (Publishers Printing-Rogers Kellogg Corp.), chairman of the association's Lithographic Division. Financial material is edited by John S. Sherdon, NYEPA cost and accounting manager. The first issue contains detailed operating ratios showing percentage of various costs to net sales as reported by straight lithographic plants and combination plants in the New York metropolitan area.

The bulletin will be published at intervals and will contain information about meetings of the Division.

## Polychrome Appoints DePauw

Leon DePauw has been named manager of the Boston office of Polychrome Corp., which has main offices in Yonkers, N. Y.

The company has opened 15 local offices in the past year, and sales in the offset plate and Chromatone ink divisions have increased over 100 percent, the company states.

## Two Miehle Offset Booklets

Miehle Printing Press and Mfg. Co. is offering a small booklet entitled *The Small Offset Press . . . Its Field—Its Possibilities!* Written by Gilbert W. Bassett, Sales Research manager, it is available from the company, 2011 Hastings St., Chicago 8.

Also being offered is, *A New Combination for Greater Printing Profits*, which explains how the Miehle 17 combines with recent plate-making techniques to develop new markets and reduce production costs.



The VELVEE Four-Pak Contains 4 easy to handle, easy to pour 32 ounce cans, each with a no drip plastic nozzle



VELVEE treats all rollers for better, smoother, more even ink distribution



Revives velvety surface for clean, sharp transfer of image

## VELVEE ENDS DIGL!

"DIGL" is the Dirt, Ink, Gum and Lint locked in the pores of composition and rubber rollers and blankets by gum-glaze. "DIGL" causes poor ink distribution, slurring, embossing, heavy halftone dots, and prevents clean, sharp impressions and bright clear colors. Until now printers and lithographers had either to contend with the effects of "DIGL" or had to spend many hours and much effort to remove the gum-glaze.

### NOW THERE'S VELVEE

VELVEE breaks through the gum-glaze barrier and releases all trapped ink, offset spray, casein, lint, water soluble materials, etc. and allows them to be washed away. After the pores have been cleansed, rubber conditioners in VELVEE go to work and treat, revive and enhance rollers and blankets and counteract the effects of "DIGL" and the harmful oxidation of rubber caused by air, driers in the ink, chemicals in the paper and harsh solvents.

### INCREASES PRINTABILITY

VELVEE renews ink receptivity of rubber rollers and blankets. One treatment on dried-out composition rollers returns them to "like new" condition . . . gives them back their "natural just-right tack".

NON-TOXIC • NON-INFLAMMABLE  
WON'T HARM HANDS

Get Rid of DIGL in Your Plant  
Sold On A Money Back Guarantee



**ANCHOR CHEMICAL CO., INC.**

"SOLUTIONS FOR GRAPHIC ARTS PROBLEMS"  
827-837 BERGEN ST., BROOKLYN 38, N. Y., MAIN 2-8006

### CUT & ATTACH TO YOUR LETTERHEAD—

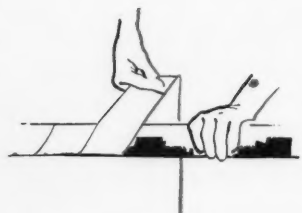
Anchor Chemical Co., Inc.  
827-837 Bergen Street, Brooklyn 38, N.Y.

I want to try VELVEE in my shop. I understand if I'm not completely satisfied I can return the unused portion for a full refund.

Please send me  
☐ 1 Four-Pak  
☐ 1 Carton (4-Four-Paks)  
☐ More Product Information

Name and Title  
I understand that VELVEE will be shipped from the nearest Anchor dealer. My regular dealer is \_\_\_\_\_

Member of:  
National Safety Council  
National Association of Photo-Lithographers  
Printing Industry of America  
New York Employing Printers Assn.  
Lithographic Technical Foundation



**Q.** What is the Plast-O-Damp® System (Patent #2,787,213) of Measured Moisture?

**A.** A revolutionary lithographic dampening system by which a measured film of moisture can be deposited on the lithographic plate to match the measured film of ink.

**Q.** What is necessary to operate the system?

**A.** A special base dampening roller and Plast-O-Damp disposable covering.

**Q.** What is the covering like?

**A.** A parchment-like material which is very strong when wet. It comes in two sizes, rolls 24" wide, and tape 2-11/16" wide. The 24" width comes 133 yards long in a carton; the 2-11/16" is packed 9 rolls 133-yards long in a carton.

**Q.** Can Plast-O-Damp be put over present malleton cover?

**A.** No, you defeat the "Measured Moisture" objective when this is done, due to the inefficiency of the cloth surface.

**Q.** Are all water rollers covered?

**A.** No, only the water forms. The ducter remains cloth covered.

**Q.** How often do you have to change the Plast-O-Damp covering?

**A.** When enough abrasion has taken place so that the Plast-O-Damp material begins to acquire an ink stain.

**Q.** What is the cost of Plast-O-Damp material per roller?

**A.** The rubber base costs the same as any other rubber roller the same size, there is no premium charged for its special construction; the Plast-O-Damp covering is approximately 7c for a 76 inch press, plus the time required to spiral it onto the base.

**Q.** Can you change from dark colors to light colors without changing the Plast-O-Damp material?

**A.** Yes, Plast-O-Damp does not build up the ink on its surface; it runs clean, therefore, it is possible to change from a dark to a light color without changing Plast-O-Damp. Also, because of no build-up of ink, the cloth covered ducter roller remains cleaner for a much longer period of time.

*You will want to try this remarkable system in your own pressroom.*

**4 FINE ROLLER FACTORIES**  
 CHICAGO, ILLINOIS 2512 West 24th Street  
 LONG ISLAND CITY, N. Y. 21-24 Thirty Ninth Avenue  
 HUNTINGTON PARK, CAL. 6069 Maywood Avenue  
 CHAMBLEE, GEORGIA 5100 Peachtree Road, NE

**IDEAL ROLLER & MANUFACTURING CO.**



## New S & V Vice President

Lewis M. Pfister has been elected vice president in charge of staff operations for Sinclair & Valentine Co. Recently assistant to Matthew J. Leckey, president of the company, he was formerly assistant to the vice president and production manager of multiwall bags at the St. Regis Paper Co.



## Printing Club Elects Officers

Jack T. Clark, sales manager, Leonard Charles and Associates, Inc., Los Angeles, has been elected president of the Printing Sales Club of Los Angeles, an affiliate of the Printing Industries Association.

Richard Gilbert, Aqua Plate Co., was elected vice president, James De Baum, secretary and Nelson Carnes, treasurer.

## Eyes Right?

The Western New York chapter of the Printing Industries of America has purchased an orthorater, a device that will enable its members to check their eyesight for color perception, visual acuity and depth of field. It was emphasized that the purchase of the machine is in no way a reflection on the caliber of area printers.

## Exhibition Rules Announced

Invitations to submit printed pieces as entries in the 16th Exhibition of Printing sponsored by the New York Employing Printers Association have been sent to thousands of printing buyers in the New York metropolitan area.

The exhibition, to be a feature of Printing Week in New York next year, will be held in the Hotel Commodore, New York, Jan. 13-16, 1958. Last year's exhibition included almost a thousand specimens.

Items, produced by any process or combination of processes, will be accepted in all principal classifications of printing uses. All entries must have been produced since Nov. 1, 1956 by printers manufacturing in the New York metropolitan area, and submitted no later than Nov. 1 of this year to the exhibition secretary, New

York Employing Printers Association, 461 Eighth Avenue, New York. Entry blanks may be obtained at the same address.

A 10-member board of judges will examine each piece submitted and select for hanging the most outstanding specimens in each classification.

## Miller Joins Ludlow Papers

Bruce M. Miller has joined Ludlow Papers, Inc., Needham Heights, Mass., as manager of Polyolefin products research and development.

## Public Stock Offering

The W. A. Krueger Co., Milwaukee, made a public offering of 100,000 shares of common stock last month. The \$5 par stock was offered at \$8 a share.

The company's net income for the fiscal year ended June 30 was \$248,927, equal after preferred dividends to \$1.41 a share. The previous year it was \$173,899 and \$1 a share.

Proceeds from the underwriting will be used for expansion of inventories, construction of a new plant and payment for equipment.

## "COPYRITE" Rigid Plastic layout sheets 54" x 77" / 54" x 120"

The only recommended materials method (made from Vinylite) for confining and accurate register — dimensionally stable — eliminates breakage.

### "COPYRITE" SAVES MONEY! CUTS COST!

"COPYRITE" Rigid Plastic Sheets expedite layout assemblies, simplify masking to produce top quality jobs.

"COPYRITE" (made from Vinylite) contains the properties that make for safer handling, easier storage and with the necessary thicknesses (.005", .010", .015", etc.) that are required for accurate register.

### "COPYRITE"

Rigid Plastic Sheets, available in stock sizes for all presses.

20" x 50"	51 1/2" x 72"
26" x 36"	51 1/2" x 74"
36" x 48"	51 1/2" x 77"
42" x 51 1/2"	51 1/2" x 120"
40" x 54"	54" x 72"
51 1/2" x 60"	54" x 77"
51 1/2" x 70"	54" x 120"

Guaranteed Immediate Delivery

Write today for descriptive catalog featuring these quality values!

### SAVE! Up to 60% on ALCOA ALUMINUM LITHOPLATES

all sizes and thicknesses  
up to 58" x 77"  
prices on request

We are official  
ALCOA JOBBERS

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- Stripping Glass
- Ground Glass for Light Tables
- Zinc and Aluminum Plates (grained & ungrained)
- "Chromeline" for Color Proofing
- Presensitized Plates in stock
- Blackac & Redlac Emulsions
- Valutone Blue Print Powder
- Opaques & Brushes
- NO-STAT® Static Eliminator Solutions



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# "New" CYLINDERS For Old!

ALADDIN'S GENIE  
COULDN'T DO  
A BETTER JOB!

Arthur Tickle's "modern magic" takes worn or damaged printing press cylinders and rebuilds them better than new. Besides saving money on cylinder replacement, cylinders rebuilt by this process are more durable because of the increased hardness of the deposited metal (Hard Stainless Steel, High Carbon Steel, Monel Metal & 18-8 Stainless Steel). In addition, all cylinders are further checked for size, condition of bearers and journals and body runout in order to eliminate unnecessary work or discover hidden sources of future trouble. Cylinder journals, if scored or worn, are rebuilt with High Carbon Steel (363 Brinell hardness) and ground to standard diameter, with a resulting increase in the life of the cylinder.



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### Personnel Suggestions

For smaller companies desiring to utilize professional assistance in selecting their personnel, the following suggestions were made at a recent meeting of The Education Council of The Graphic Arts.

1. Utilize the free services of local offices of the State Employment Service (specific aptitude test batteries have been developed for several occupations in the printing industry).
2. Buy aptitude tests from commercial sources which can be administered in the plant.
3. Utilize testing services of a local university on a fee basis.
4. Employ a personnel counselling service on a fee basis.
5. Arrange for the local graphic arts trade group to provide aptitude testing services to its members.

Copies of the proceedings of the conference will be available shortly from the Education Council. Requests should be addressed to the Council's office, 5728 Connecticut Avenue, N.W., Washington 15, D.C.

### Oscar Fisher Co. Moves

The Oscar Fisher Company, Inc., has moved its manufacturing and office facilities from Peekskill to Newburgh, N. Y., where it has constructed a steel and concrete one-story building. The new address is 5th Ave. and So. Plank Road, MD 27, Newburgh.

### GAA Group Appoints Jones

The Graphic Arts Association of Wisconsin, with headquarters in Milwaukee, has appointed David W. Jones as executive director. He succeeded, effective September 1, Arthur L. Johnson, Jr., who joined Printing Industry of America, Inc.

### Sales Staff Appointment

Edward C. Mergenthaler has been appointed to the sales staff of the display division of Gibraltar Corrugated Paper Co., Inc., Jersey City, N. J. He was formerly the display director of McCann-Erickson's sales promotion department.

### Ellis Klischograph Div. VP

Harry Ellis, Jr. has been named vice president of the newly formed Klischograph division of Consolidated International Equipment and Supply Co. The Consolidated Klischograph is an electronic engraver which produces engravings on plastics.

### Lists Craftsmen Over 70

Michael Imperial, chairman of the membership commission, International Association of Printing House Craftsmen, is asking for names and addresses of craftsmen 70 years of age and over. He plans to compile an international roster of the men.

### Nashua Post for Woodward

Sherman S. Woodward has been appointed sales representative for Nashua Corp. converter division in New York, northeastern New Jersey, and Conn. Previously he was sales representative for H. D. Catty Corp. in the Boston and New England area.

### Installs New Press

A. M. Steigerwald Co., Chicago label printer, took its first step into offset during the summer with installation of a Harris 14½ x 20½" single color press. The firm has been operating exclusively by letterpress since its founding 20 years ago.

## the Senefelder Co., Inc.

SUBSIDIARY OF PHILIP LOCHMAN & CO.

*Quality  
products for  
professional  
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### Senelith SUPER COAT (CASEIN)

Offers hard, clean dots and carries the finest halftone contrast. An exceptionally durable coating developed to give more impressions, serve all surface coated plate requirements.

### Senelith DEVELOPING INK

Provides strong, black image desired by professional platemakers. Excellent chemical affinity to the exposed image, yet smooth and easy to apply and washes off non-image area without difficulty. *Write for free literature.*

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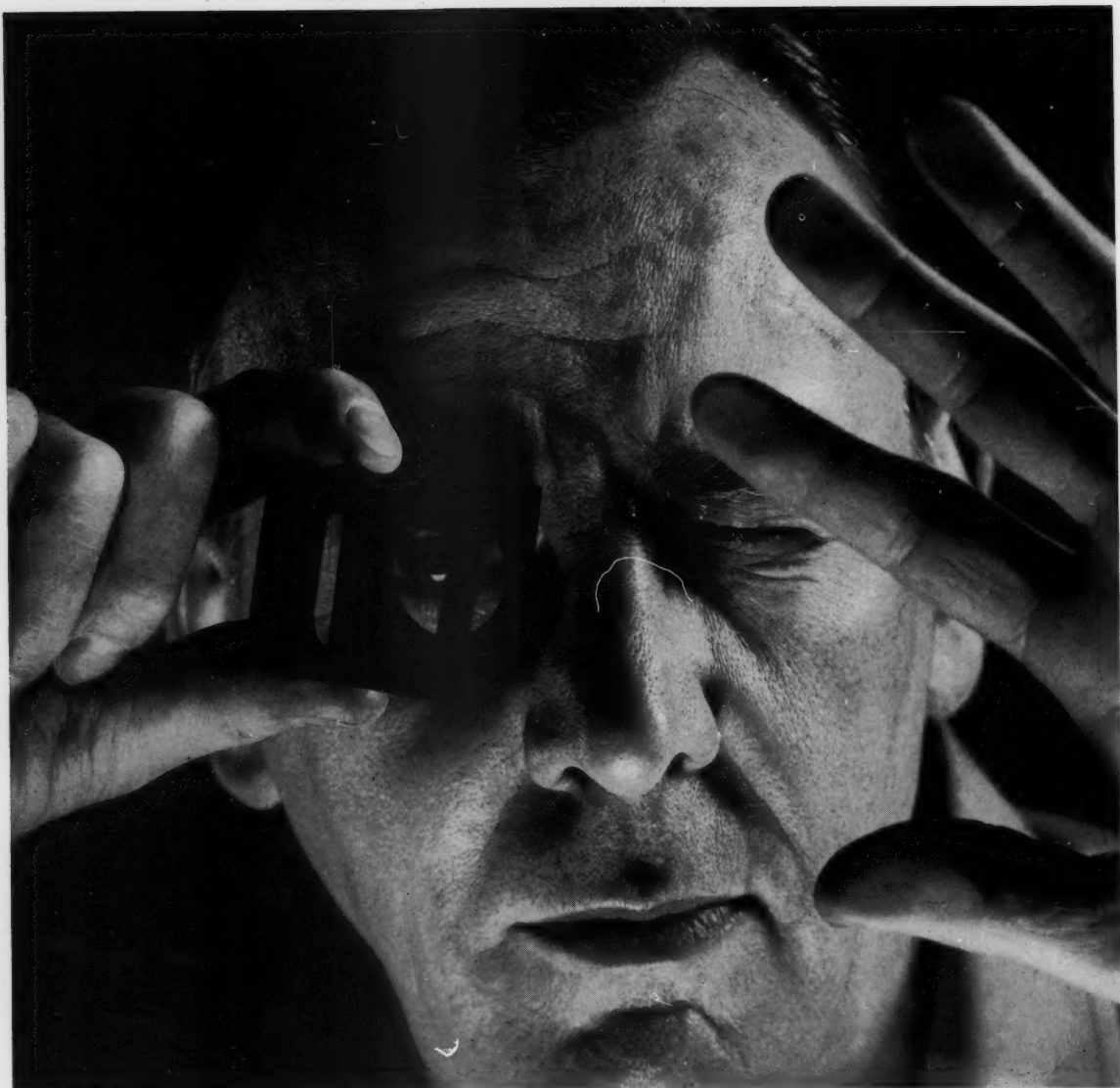
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BRIargate 4-2186

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Quality in lithography makes a material difference. And for years, Gevaert materials have been providing this difference for busy litho shops from coast to coast. Gevaert's fast Litholine Ortho has tremendous exposure and developing latitude, low fog in forcing. It produces exceptionally hard dots that are dense, sharp and easy for etchers to work with. Low, low halation. And shopmen like its toughness and resistance to abrasion.

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It's easy to maintain tight schedules and still turn out high-quality line and half-tone work with:

O 81 LITHOLINE ORTHO—0.003" thick, thin base for line or screen positives or negatives

O 82 in regular base, same emulsion—0.006" thick



### English Firm Uses ATF Press

A web-fed offset press manufactured by the American Type Founders Co., Inc., Elizabeth, N. J., now is producing the *Reader's Digest* and other publications at the Hazell, Watson & Viney plant in Maidenhead, England. The press, in successful operation since January of this year, prints a length of 22¾" in one or two colors at each revolution, the web width being variable up to 35". Both 16 page and 32 page signatures may be produced on the folder.

The choice of the American-made press is particularly significant in view of the availability of other web offset presses made in Europe.

One innovation on the press was the use of an oil-to-gas converter included with the Dryer Electric Corporation's ink dryer furnished with the press. This unit enables the use of oil as the initial B.T.U. source rather than gas or electricity, both of the latter being more costly in England than in the United States.

### Serve Company 178 Years

Four Stecher-Traug Lithograph employees, with service at the firm totaling 178 years, recently retired on the firm's pension plan. They are Rudolph Buchin, who worked in the company pressroom for 50 years; Frank T. Doel, who spent 49 years as a platemaker in the firm's engraving plant; Mrs. Grace F. Flesch, a paper inspector; and Gladys Amidon, who was with the customer service department as a clerk-typist.

### Kill Anti-Billboard Proposal

The Senate Public Works Committee provided poster lithographers a reprieve on Aug. 21, by killing, for at least this session of congress, proposals for limiting billboards on the new Federal highway network.

The 13-member committee was split seven to six on the proposals, which would grant a federal bonus to states adopting anti-billboard control programs. Those voting against the bill, which was sponsored by Sens. Richard L. Neuberger (D-Ore.) and Albert Gore (D-Tenn.) were Sens. Chapman Revercomb (R-W.Va.),

Robert S. Kerr (D-Okla.), Pat McNamara (D-Mich.), W. Kerr Scott (D-N.C.), Edward Martin (R-Pa.), Thomas H. Kuchel (R-Calif.) and Roman L. Hruska (R-Neb.).

Voting for billboard limitations were Sens. Gore, Neuberger, Dennis Chavez (D-N.M.), John A. Carroll (D-Colo.), Francis Case (R-S.D.), and Norris Cotton (R-N.H.).

A large number of poster lithographers expressed their opposition to the proposed ban.

### Arnold Conducts Typo Clinics

A series of lectures and one-day clinics on newspaper typography has been scheduled by Edmund C. Arnold, typographic specialist at Mergenthaler Linotype Co., starting this month.

The talks by the editor of *Linotype News* and author of *Functional Newspaper Design* will be held in Ann Arbor, Mich., Columbia, S. C., Indianapolis, Ind., Hartford, Conn., and Saginaw, Mich.

"For true white light, so essential to fine reproduction, 'National' carbons can't be beat!"



*Arthur G. Belchier*

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HITS HIS TWO BIGGEST TARGETS SIMULTANEOUSLY...  
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**Lithure and Lithengrave** hard-metal offset plates... a great advance in design and quality.

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- greater efficiency in plate-making
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- a plate that does the whole job
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**Lithure** for positive work, **Lithengrave** for your negative—helps deliver a finished product whose quality means new customers and steady customers, and whose production efficiency means more profit.

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### Elected MASA President

Giles B. McCollum, vice president of The Reuben H. Donnelley Corporation, Chicago, has been elected president of the Mail Advertising Service Association International. Announcement of his election was made during the MASA 36th annual convention held in Washington, D. C. last month.

Mr. McCollum has served MASA International as a board member since 1954, occupying the posts of treasurer in 1955 and vice president in 1956. He has also headed a number of industry committees, has been president of the largest MASA chapter, Chicago, and served as general chairman of the 1956 MASA Chicago convention.

### Lithography Sells Meat

Einson-Freeman Co., Long Island City, N. Y., has created a special display division to handle retail meat promotion. Albert Merkel, Jr., formerly advertising and sales-coordinator for Merkel, Inc., meat packing company, heads the new division of the lithographic firm.

Mr. Merkel will also direct an Einson-Freeman exhibition of award-winning store displays at the American Meat Institute's convention in Chicago this month.

### Receives MASA Award

Harry J. Maginnis, executive manager of the Associated Third Class Mail Users, Washington, D. C., has been named winner of this year's Miles Kimball Award, highest honor in direct mail advertising. He is the sixth winner of the award, which is conferred annually by MASA to the man or woman who has made the most outstanding contributions to direct mail advertising.

### Bruce Offset Expands

Bruce Offset Co., Chicago, recently completed arrangements to take over the entire building at 5976 Northwest Highway, which it had previously operated in part. This provides 15,000 sq. ft. of space, or nearly double that previously available, according to Lowell Dummer, vice president. A

new folder and other equipment have been installed and plans are being made for a new two-color press in the near future. Mr. Drummer is the immediate past president of the Chicago Craftsmen's Club.

### Robert Hanley Dies

Robert J. Hanley, 47, president and owner of the Jefferson Press Inc., Buffalo, for the past nine years, died Sept. 6. He was formerly vice-president of the Artcraft Engraving Company in that city.

### Haug GA Group Ad Manager

Sun Chemical Corporation has appointed Sigurd W. Haug as advertising manager of its graphic arts group. Mr. Haug will be responsible for the advertising programs of the corporation's Bensing Bros. and Deeney Company, General Printing Ink Company, Geo. H. Morrill Company and Rutherford Machinery Company divisions.

Mr. Haug had been advertising and sales promotion manager of Bensing Bros. and Deeney since 1947.

*and now... a complete*

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**PRINTING - CONVERTING - VAC  
FORMING of all plastic films,\* semi-rigid  
plastic sheeting.**

**MULTI-COLOR PRINT-  
ING IN CONTINUOUS  
ROLLS**

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**DELIVERY IN ROLL,  
SHEET, LABEL OR  
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*Printing To 6 Colors,  
Also Opaque Or  
Transparent Coatings,  
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Surfaces*

**VAC FORMING OF  
PRINTED OR UN-  
PRINTED PLASTIC**

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**SHEETING, SLITTING,  
PROCESSING OF FILMS,  
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WEB FORM**

★ ★ ★

*Complete Art Service  
From Idea To Finished  
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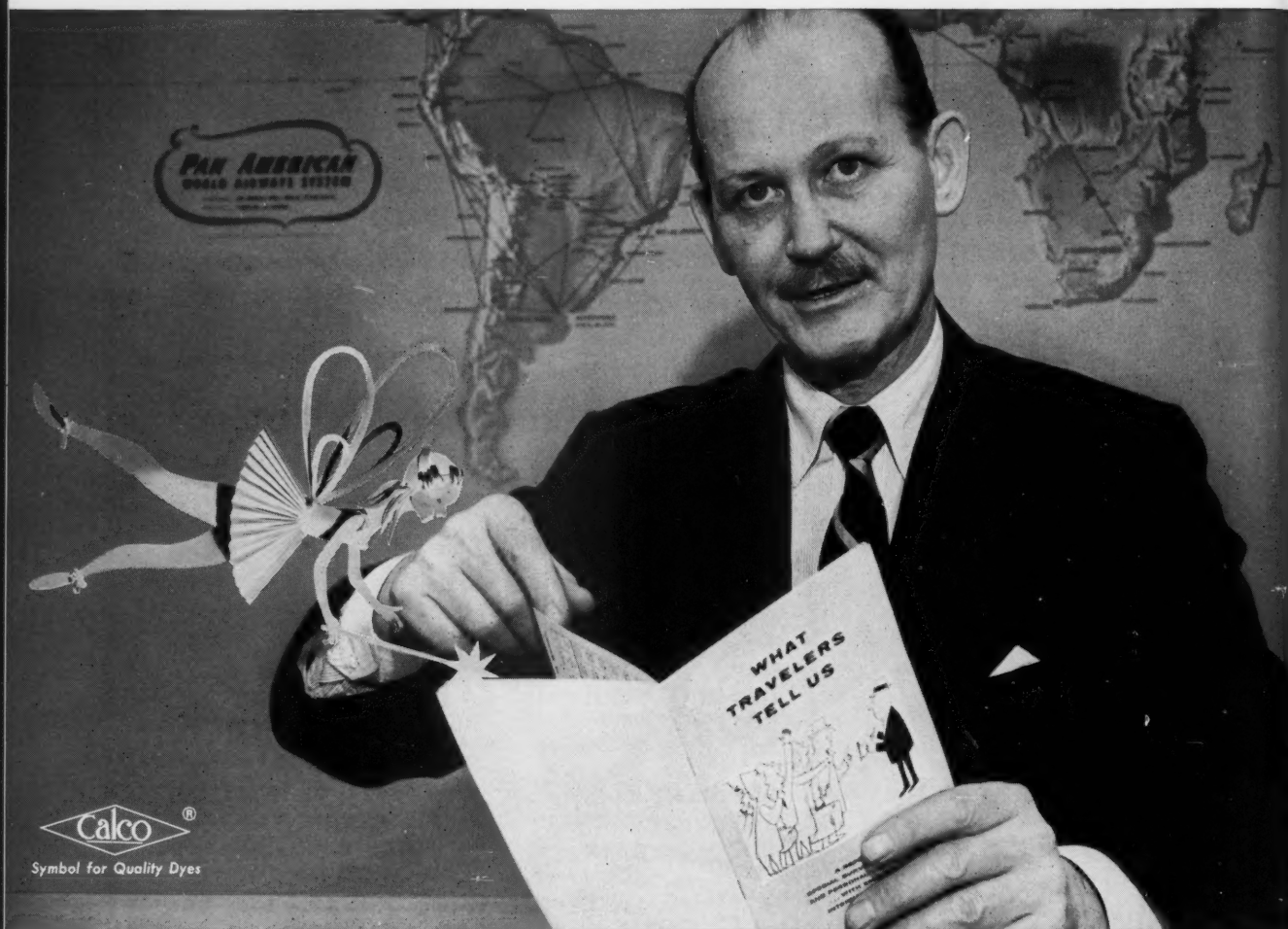
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ENGLEWOOD, N. J.

WI 7-4435

# "Calcofluor\* really put 'Glow-White' into our new travel booklet!"

SAYS MR. H. J. LAIRD, MANAGER—SALES PROMOTION, PAN AMERICAN WORLD AIRWAYS SYSTEM



*"Am I glad we selected a sparkling white CALCOFLUOR-treated paper for this booklet! Its superior whiteness makes type more legible and inviting to read... cartoons are crisper and sharper, too. The booklet's effectiveness as a sales tool has been greatly increased through the use of this paper."*

Now! A sure-fire way to give any message an extra selling punch! Just specify papers that contain the "GLOW WHITE" brilliance of CALCOFLUOR fluorescent dye. These papers sharpen details in your halftones... improve legibility of print... provide maximum contrast between blacks and whites.

Papermakers... printers... package designers... advertising men are enthusiastic about CALCOFLUOR-treated papers for such jobs as

Catalogs • Annual Reports • Sales Literature • Manuals  
Business Cards • Folders and Greeting Cards • Programs • Books  
Pamphlets • Labels • Packages • Letterheads • Business Forms

Specify CALCOFLUOR-treated papers when you want a crisp, clean job that has selling power and a quality look. Ask your paper jobber for samples, or write to Cyanamid for further information.

\*Trademark

**CYANAMID**

AMERICAN CYANAMID COMPANY  
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Charlotte • Providence • Atlanta • Los Angeles  
Portland, Oregon

North American Cyanamid Limited • Dyes Department  
Montreal and Toronto

**CALCOFLUOR**



### NAPL Conducts Spoilage Survey

The National Association of Photo-Lithographers is conducting a survey to determine the average percentage of spoiled work in lithographic plants throughout the country. In an effort to secure information on this question, NAPL is asking its members to complete a questionnaire attached to their August 26 newsletter.

NAPL then will set up a summary schedule of spoilage as reported by the firms cooperating, without identifying any company, and send the compilation to all who cooperated in the effort.

### Poster Exhibition

R. R. Donnelley & Sons Co. is holding an exhibition of posters (predominantly European) in the Lakeside Press Galleries, 350 East 22 St., Chicago. The exhibition opened in August and will continue through November.

The material, selected by Amstutz & Herdeg Graphic Press of Zurich, Switzerland, consists in the main of posters by artists from England, France, Germany, Switzerland, Italy, Holland, Belgium, Denmark, Sweden, Finland, Spain and Poland. Japan is also represented.

### GA Leaders Among 112 Polled

*Dun's Review and Modern Industry*, a Dun & Bradstreet publication, recently completed a survey of 112 presidents of major U.S. industrial corporations on their views concerning the Eisenhower administration. Among those polled were John H. Hilldring, General Aniline & Film Corp.; George S. Dively, Harris-Seybold Co.; R. C. Doane, International Paper Co.; John R. Kimberly, Kimberly-Clark Corp.; Martin M. Reed, Mergenthaler Linotype Co.; and Herbert P. Buetow, Minnesota Mining & Manufacturing Co.

The survey revealed, among other things, that more than half of the industrial leaders felt that the president is doing a good job, but nearly a fourth were disappointed. More than half were worried about the Supreme Court's du Pont-GM decision; six of 10 favored continued

nuclear weapons testing; four of 10 favored more U. S. soft goods trade with Red China and Soviet Bloc countries; and 79 percent feel that Federal income taxes have noticeably affected executive incentive.

### Litho Company Changes Name

Vicks Brothers, Inc., has filed articles with the office of the secretary of state at Albany, N. Y., changing its name to Vicks Lithograph and Printing Corporation.

### Four More Contest Winners

Franklyn R. Payer of the Rex Litho Plate Co., Cleveland, recently won a \$100 wrist watch in the Sam'l Bingham's Son Mfg. Co. "Trip-to-Paris" contest as a monthly prize in the competition which closes Oct. 31.

Other recently announced winners were Albert E. Teasdale, Bland Printing Co., Detroit; Dean L. Dolison, Fred E. Huls Co., Logan, O.; and W. H. Plourde, Nance County Journal, Fullerton, Neb.

**DAVIDSON DUAL-LITH**  
offers **DEEP DOWN** value!

**D**avidson Dual-Lith Model 241 gives you the most for your money in a small offset machine. It's got all the surface conveniences any operator needs ... but it also packs solid, deep-down features that boost production ...

**2-Cylinder Principle.** Original with Davidson, gives you superb line, half-tone and multicolor reproduction.

**8 Printing Processes.** Two-sided simultaneous lithography, conventional offset, Davenporting, dry offset, letterpress, imprinting, numbering, perforating.

**Heavy-Duty Construction.** Deep-ribbed frames, high tensile cast or forged parts, precision machining.

**Gripper Bar Chain Delivery.** Pulls each sheet through printing unit, controls each sheet until it is deposited in the hopper. Provides close register, especially on critical multicolor work.

**FREE!** These booklets illustrate the reasons for Dual-Lith superiority.

Only **DAVIDSON DUAL-LITH** does more for you on one machine

**DAVIDSON CORPORATION**  
A Subsidiary of Mergenthaler Linotype Company  
29 RYERSON STREET, BROOKLYN 5, NEW YORK  
Distributors in all principal cities and Canada

**"Take a look under the hood"**

1-10-7

☐ Send Model 241 brochure  
☐ Send Attachments Catalog  
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Name \_\_\_\_\_  
Firm \_\_\_\_\_  
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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Headings in Prototype • Text in Linotype

### Installs Large Presses

Harris-Seybold Corporation, Cleveland, recently completed installation of what it describes as the largest combination of sheet-fed lithographic presses ever built in this country for commercial use, at the plant of Eastern Colortype Corp., Clifton, N. J.

The equipment consists of a five-color 77-inch press backed by a two-color press of the same dimension.

The companion presses, each of which can produce as many as 64 pages of a 9 x 12" book in one run, will make possible a rate of production previously impossible in precision multicolor lithography, according to Eastern Colortype.

The five-color press, which is 53 feet 6 inches long and 16 feet 3 inches wide, can print as many as 20 colors at one time through the use of special ink fountain dividers. The two-color press, which is 33 feet 4 inches long and the same width as its mate, can run as many as seven colors.

### Calvert Buys National Litho

Calvert Lithographing Company of Detroit has purchased the Mulford Company interests in the National Lithographic Company of the same city.

According to a statement issued by Charles F. King, president of Calvert, the purchase included the name, personnel, and other assets of National.

In addition to single and two-color press equipment, which it had previously, Calvert now has available four-color equipment in 58 and 76" sizes.

### Nashua Sales Promotions

William H. Foster, of Nashua Corporation, Nashua, N. H., formerly sales manager of the company's package sealing division, has been promoted to director of sales. In his new responsibility, he will be primarily responsible for company sales policy and plans. He joined the sales department in 1934.

Henry W. Bailey, formerly sales manager of specialty products division, has been assigned to the posi-

tion of sales manager of commission sales divisions. His post will include responsibility for the Nashua package sealing sales and Pakay sales. Charles H. Canfield will continue as manager of Pakay sales.

### Two Riegel Appointments

Riegel Paper Corp. has announced the appointment of Richard A. Warner to the position of industrial relations coordinator, and Robert P. Funke as personnel director of the New York office.

### Marks 25th Year

Gaylord Donnelley, president of R. Donnelley & Sons Co., Chicago, marked the 25th anniversary of his employment with the Chicago firm last month. Mr. Donnelley joined the company in 1932. In 1940 he became superintendent of the offset department, then successively comptroller and office manager until he entered the Navy in 1942. He was also secretary and a vice president before his elevation to the presidency.

**WHEN YOU PUT YOUR  
MONEY on the LINE  
for EQUIPMENT ...**

**BE SURE of the  
NAME BEHIND IT!**



When you invest in equipment you look for economy of operation, long life, dependability and prompt efficient service. Before Besco sells any equipment all of these things are checked. That's why equipment from Besco will meet your most exacting requirements! Besco sells a complete line!

**Contact the Nearest BESCO Office for Details.**

**BRIDGEPORT ENGRAVERS  
SUPPLY CO.**

**BRIDGEPORT 2, CONN.**

**BESCO**

**BOSTON—287 Atlantic Ave.  
NEW YORK—525 W. 33rd St.  
CLEVELAND—1051 Power Ave.  
CHICAGO—900 N. Franklin St.**



### bonded by Parsons!

Crisp, clean, strong cotton fibers in your letterhead paper, bond your words in prestige and permanence. Your secretary knows—typing is neater, corrections are easier, folding is smoother. Your customers know—the quality and permanent dignity of your letterhead emphasizes the sincerity of your letter. For just these reasons, Parsons King Cotton Papers have been preferred for business correspondence for over 100 years. Perhaps your letters, too, would be more impressive on Parsons Cotton Fiber Papers.



**Parsons**  
*papers*



WRITE ON YOUR BUSINESS LETTERHEAD FOR THE NEW PORTFOLIO OF LETTERHEAD DESIGNS, NO. 1G, PARSONS PAPER CO., HOLYOKE, MASS. © PFCO 1957

## Parsons Cotton Fiber Bonds can help you boost profits

For over 100 years, printers generally have recognized that their own business can be improved by printing on Parsons King Cotton Papers. These same printers tell us that Parsons helps them earn . . .

- Greater customer respect
- Larger profits on each job
- More repeat orders

When you stock and sell Parsons King Cotton Papers, you get full advantage of Parsons national advertising (one of the series shown at the left), backed up by effective sales helps. Parsons cotton fiber papers are competitively priced; completely uniform in color, surface and printing characteristics; and are stocked by a fine paper merchant in your area. When necessary, Parsons can fill orders from mill stocks on any item.

### Parsons King Cotton Papers:

Cotton Content	Parsons Bonds
100%	
Extra	
No. 1	Old Hampden Bond
100%	Parsons Bond
75%	Laconia Bond
50%	Edgemont Bond
25%	Heritage Bond
	Parsons Writing
100%	L'Envoi
	Parsons Parchment
100%	Parsons Diploma

**Parsons**  
*papers*

Parsons Paper Company Holyoke, Massachusetts

11G  
Mail to  
Parsons Paper Company  
Holyoke, Massachusetts  
Gentlemen:  
Please mail me a complimentary copy of your new *Portfolio of Letterhead Designs*.

Name \_\_\_\_\_

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# chemco POWERDOT Developer

Still Packs a  
**PUNCH**  
at 4 o'clock

if it's chemco  
it's best  
for platemaking



At the end of your day when you're ready to go home, Chemco's Powerdot Developer is still on the go—still ready to work. Hour after hour it develops film fast. The most modern of all formaldehyde type developers, it's packed with the kind of pep and power that negative makers need to turn out top-class work all day long. Craftsmen everywhere depend on its exceptional features for the following reasons:

Chemco's Powerdot Developer

- Designed for high contrast films requiring formaldehyde type developers.
- Mixes easily and quickly.

- Develops film fast.
- Provides higher contrast with finer highlight dots and line resolution.
- Produces crisp firm negatives for sharper etching.
- Lasts long in the tray...reduces drop-off...fewer bath changes per shift.

Chemco's Powerdot Developer keeps more and more users happy with its constant, dependable, quality performance, its high rate of production—and its low cost.

See your Chemco representative for a demonstration in your shop, or ever better—order now from your nearest Chemco warehouse.



**chemco PHOTOPRODUCTS COMPANY, INC.** GLEN COVE, N. Y.

ATLANTA BOSTON CHICAGO DALLAS DETROIT NEW ORLEANS NEW YORK



### Litho Helps Rainbow Girls

A new carton for Rainbow Girls Buttercup candies which uses three dimensional color has been produced for Miss Saylor's Chocolates, Inc. of Alameda, Cal., by the Lord Baltimore Press of California.

To achieve the effect of the third dimension color a miniature stage set was spotlighted and photographed. Lithographic engravings then were prepared showing a rainbow in a deep blue sky arched over a field of buttercups and small white flowers. A lumarith window reveals the carton's contents.

The box is a reverse tuck, hand packed folding carton lithographed on .020 solid white bleached board.

### Heads 11th Branch Office

Henry F. Krumm has been appointed manager of the 11th branch office set up by American Type Founders Co., Inc., Elizabeth, N. J. Located in St. Louis, the branch will serve printers and lithographers in Missouri, Kansas and Southern Illinois.

Prior to his appointment as branch manager, Mr. Krumm has served as sales representative in Indianapolis and Columbus, O., and as office manager in Kansas City and Detroit.

### Moss Printing Moves

Moss Printing & Lithographing Co., St. Louis, has moved its plant and offices to 1260 Hodiamont, tripling the former floor space.

Samuel Moss, president, reported that printing equipment will be added in addition to new services such as creative design. The present staff of more than 25, which includes artists, typographers, lithographers and cameramen, also will be enlarged.

### Tarling Ink Firm VP

Arthur J. Tarling has been elected vice president of Sleight & Hellmuth, Inc., New York. He will be in charge of operations for the northeastern division of the ink company.

Mr. Tarling, who joined the firm in 1955, was formerly a sales manager and a division manager.

### Packing Development

Rossotti Lithograph Corp., North Bergen, N. J., has developed a new packaging item for wrapping separate items into a single unit. Named Twin-Band, it can be used for wrapping two or three containers, either bottle, jar or can, or a combination of them, securely due to a clever locking device.

The manufacturer points out that the band can be made in several different widths, providing a large printing surface for a sales message or illustration.

### Exhibition Deadline

Deadline for entries in the American Institute of Graphic Arts annual exhibition of "Design and Printing for Commerce," was Oct. 11.

All producers or users of printed matter were eligible for the exhibition which will be shown about Feb. 1 in a two-year tour of the United States, Canada and Europe.

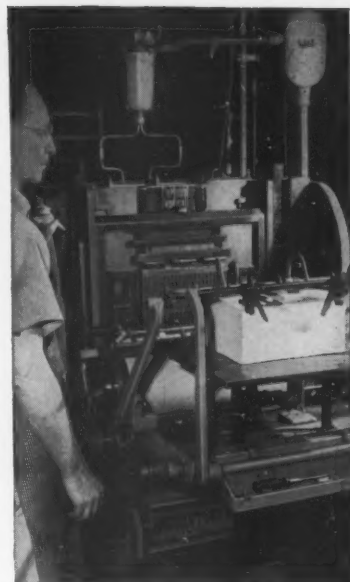
### Tells of Graphic '57

Members of the Graphic Arts Association of Cincinnati joined the Cincinnati Club of Printing House Craftsmen last month to hear Lee Augustine tell of his trip to Graphic '57 and the Rotary Letterpress Conference in London. He accompanied his talk with color slides of the huge exhibit which was held in Lausanne, Switzerland.

### LeMair Wins ATF Contest

Martin LeMair, American Type Founders, Co., Inc., New York office, has been named as the top salesman in a recent company contest on sales of equipment distributed though not manufactured by ATF. Winning office out of 10 branches was the Atlanta office. Cleveland was second, Dallas third and New York fourth.

The contest, which employed baseball terms and scoring methods, gave recognition to William Dutney, Philadelphia office; Harold Peets, Cleveland; A. N. Sirles, Atlanta; Louis Menges, Chicago; George Fife, Los Angeles; C. P. Hackett, Dallas; and William Hourihan, Boston.



## Compare Hamilton Bond

*... because your work  
is as good  
as your bond*

Hamilton Bond invites comparisons. Compare its white—a beautiful white—bright, sharp and clear. Here's a perfect background for printed, typed and handwritten impressions. Compare its formation—clear and perfect—a formation which insures a level surface for best press performance. Check its other top bond features—*genuine* watermark, distinctive colors (10 of them), strength and endurance, pre-conditioning, moisture-proof wrapping.

Any way you look at it, your work is as good as your bond. And Hamilton Bond brings out the best in your work!

# Hamilton Papers



**HAMILTON PAPER COMPANY**

Miquon, Pa.

Mills at Miquon, Pa., and Plainwell, Mich.  
Offices in New York, Chicago and Los Angeles



## You Increase Production Automatically When You Equip Cameras And Printing Frames With Macbeth *Constantarcs*!

*You get all the important advantages of truly automatic control with Macbeth Constantarcs: constant speed, intensity, and color temperature*

**CONSTANTARC CAMERA LAMPS** make it easy for you to meet all the requirements of both high-speed production and the most exacting process work. *Constantarcs*, unlike conventional lamps, are not affected by drafts, fluctuations in line voltage, or other external factors—you get correct exposure and separation every time.

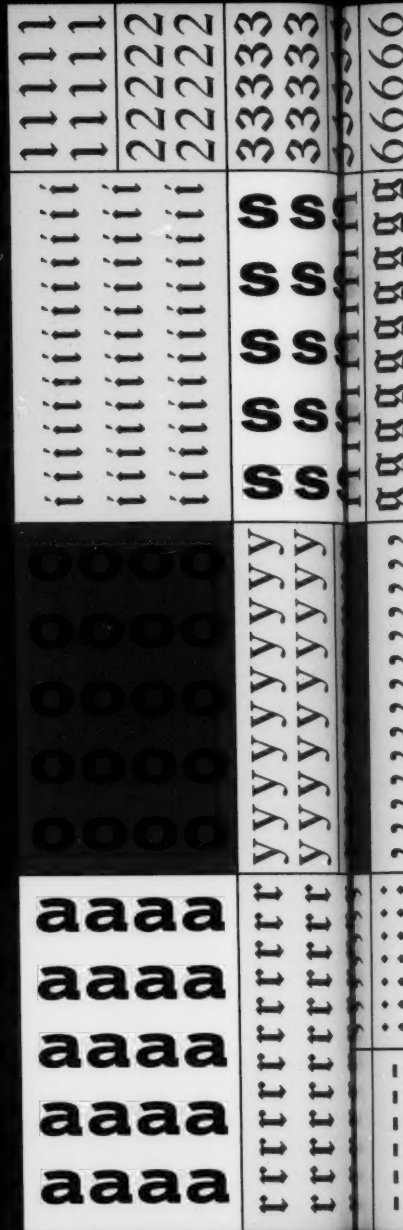
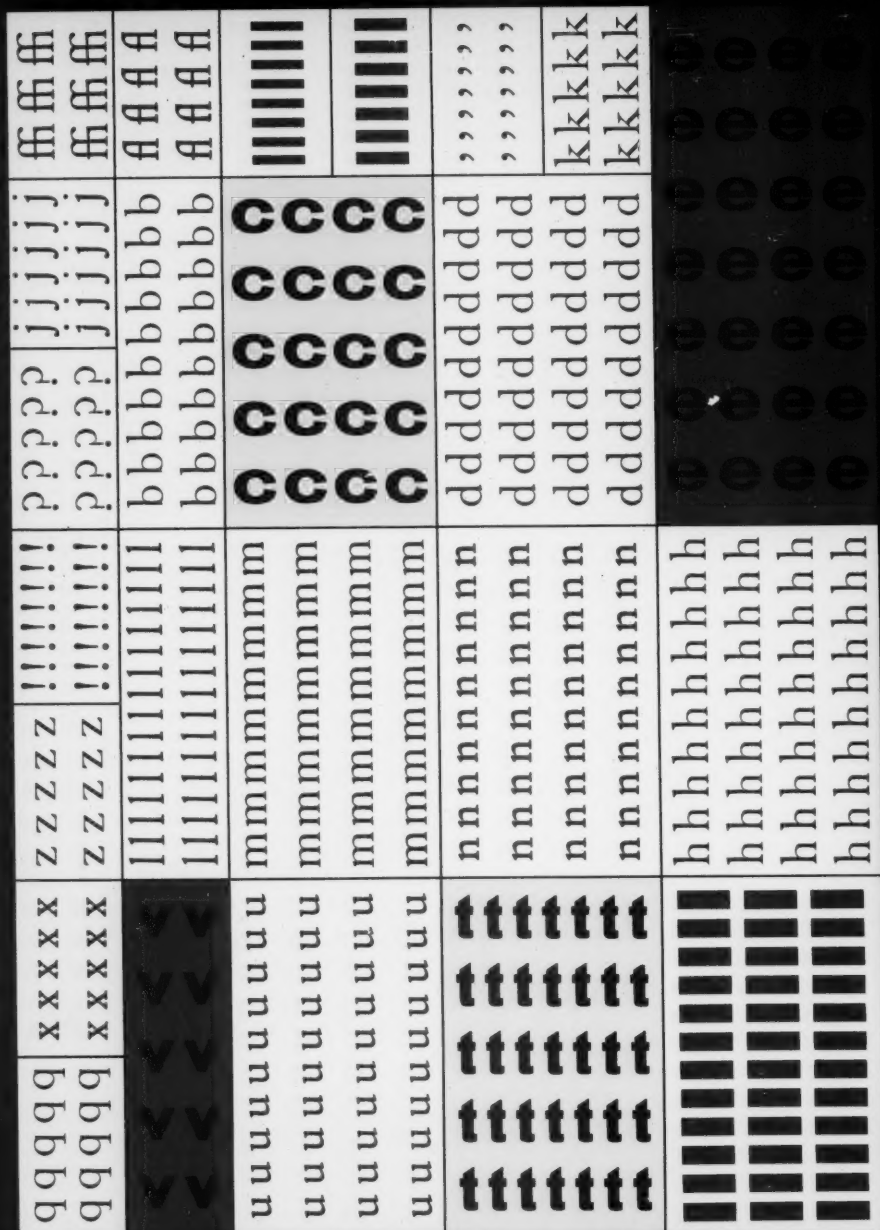
*Constantarcs* provide a degree of control so precise that the cameraman can use the greatly increased light intensity to reduce exposure drastically with complete assurance that he will get the *proper* intensity and color temperature *instantly*. There's no time-wasting "warm-up" needed . . . no flash or flutter to alter true exposure.

**CONSTANTARC PRINTING LAMPS** fulfill to the ultimate degree all three primary requirements for printing lamps: you get maximum evenness of illumination, maximum light intensity, consistent light output. A wide selection of reflectors guarantees maximum evenness of illumination over the entire area of the printing frame at a minimum arc-to-plate distance.

*Constantarcs* make it possible for you to use the newest high-intensity carbons operated at the maximum amperage and voltage possible with any individual lamp. Laboratory tests and the experience of those using *Constantarc* Printing Lamps show it is possible to reduce exposure time to as little as one-third of that required by conventional lamps.

Complete data and illustrated literature on the complete line of Macbeth *Constantarc* Lamps are available from Macbeth Arc Lamp Company, 141 Berkley Street, Philadelphia 44. Pa.





**E**very printer will recognize this California job case, the most widely used of all type-setting trays. It appears in a design form, above, translated into color and containing seven classical type faces that are milestones in five hundred years of printing history.

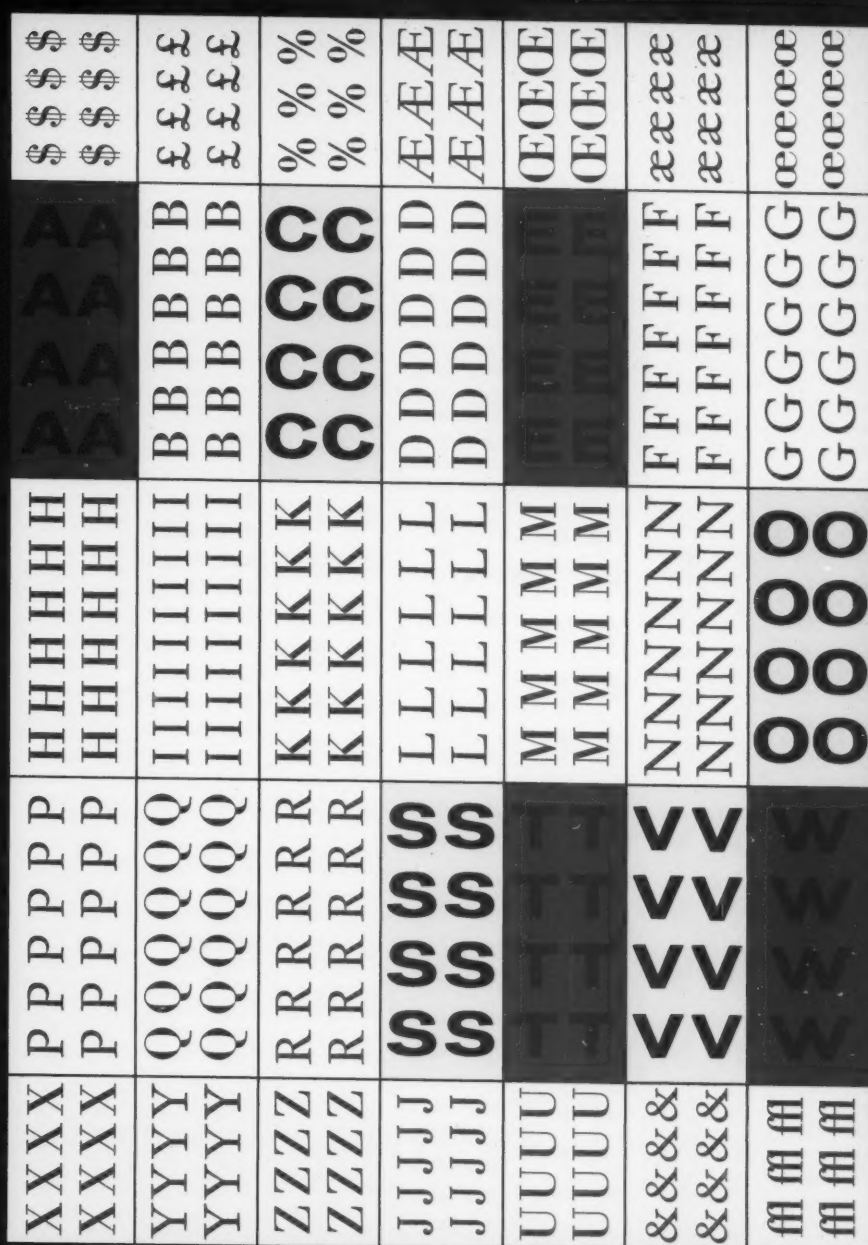
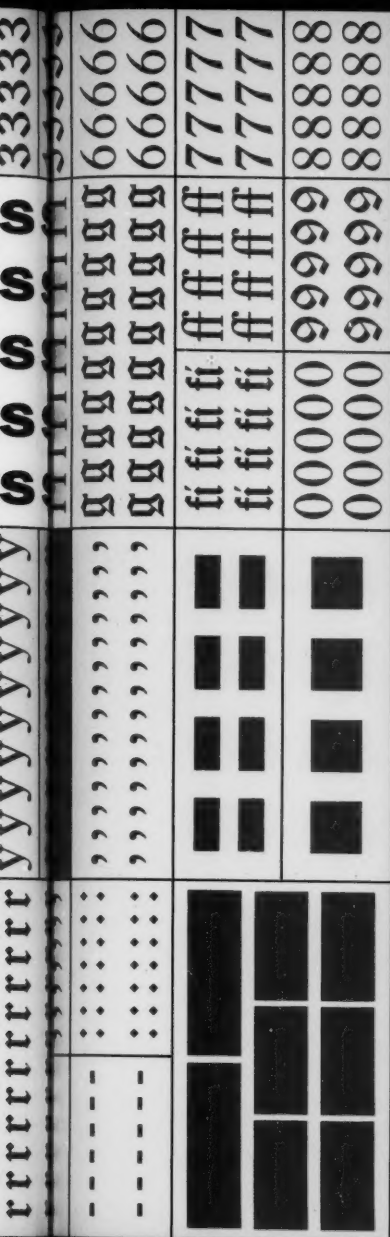
This job-case design appears on the cover of *Westvaco Inspirations*, Number 2o8. If you are planning to print, or are interested in graphic production, Number 2o8 should be in your hands. It contains a wealth of information and helpful aids relating to type measurements, proof-reader's marks, reproduction processes, and fine papers.

You may obtain Number 2o8 by writing to any of the Company addresses shown here, or to your nearest Westvaco distributor. It will be sent to you free and without obligation.

Printing note: The design above is reproduced in offset lithography on *Pinnacle Offset*, Blue-White [Vellum], one of Westvaco's complete line of fine printing papers. This distinguished offset paper is also available in cream white, vellum, as well as in regular finish, blue white or cream white.

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California Job Case  
By Bradbury Thompson

# WESTVACO

## Quality Papers

### West Virginia Pulp and Paper Company

Sales Offices:  
230 Park Avenue, New York 17  
35 East Wacker Drive, Chicago 1  
503 Market Street, San Francisco 5

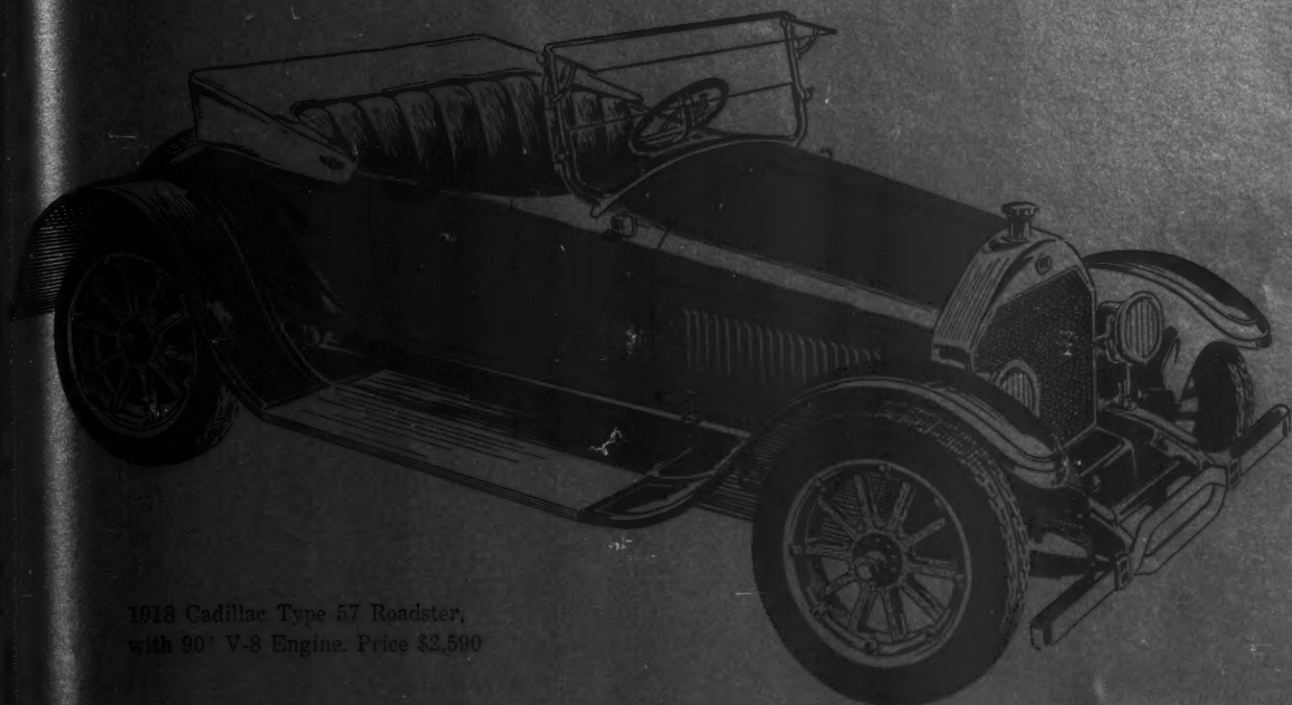
Cover artist: Bradbury Thompson, a native of Kansas, has designed issues of *Westvaco Inspirations for Printers* since 1938. He has been art director of *Mademoiselle* magazine, and design director of *Art News* and *Art News Annual* since 1945. He was designer of the Eighth and Ninth volumes of the *Graphic Arts Production Yearbook* and was editor-designer of the 33rd *Annual of Editorial Art and Design*. Mr. Thompson is a visiting critic at the Yale University School of Architecture and Design and a member of the board of governors of the Philadelphia Museum School of Art.



# GREAT NAMES LIVE FOREVER...

## *Cadillac*

*as far back as 1918, was a great name in fine cars*



1918 Cadillac Type 57 Roadster,  
with 90° V-8 Engine. Price \$2,590

Today, men who appreciate and understand fine craftsmanship, rate Cadillac as a thoroughbred in the automotive field.

Since the turn of the century, McLaurin-Jones Old Tavern has been the great name in metallics. These fine gold and platinum papers have always printed with extreme brilliance and given sparkling results in both line and halftone work.

Recently, McLaurin-Jones merged with Ludlow Papers Inc. The marriage resulted in

an even finer line of Old Tavern metallics. Now, behind every sheet of Old Tavern is the combined research facilities and technical experience of these companies.

So, the name and fame of Old Tavern lives on. Why not specify Old Tavern for your next job. These fine gold and platinum papers are available in water soluble, heat seal or dry-stik gumming, as well as ungummed in label and cover weights.

*Send for free 9" x 12" reprint of antique car  
suitable for framing.*



**LUDLOW PAPERS, INC.**  
Fine Papers Division  
Brookfield, Massachusetts

*Some of our Fine Papers:*  
Flat Gummed, Heat Seal,  
Dry-Stik, Old Tavern, Ware-  
house, Color Plated, Post-  
card, Cover, Box Cover, and  
Relyon Reproduction







LNA Promotion Committee mapping out plans for the 8th Lithographic Awards Competition and Exhibit are (l-r.) Gurdon Simmons, Einson-Freeman Co. (replacing Albert Hailparn); Thomas P. Mahoney, The Regensteiner Corp.; George J. Walsh, Offset Engravers Associates, Inc.; Howard C. Minnich, The U. S. Printing & Lithograph Co.; Edward E. Peterson, The Forbes Lithograph Mfg. Co.; Edward K. Whitmore, Oberly & Newell Lithograph Corp., promotion committee chairman; Herbert W. Morse, LNA promotion director; J. Louis Landenberger, Ketterlinus Lithographic Mfg. Co., executive committee representative; Bruce Bayne, Eastern Colortype Corp.; and Ralph D. Cole, Consolidated Lithographing Corp., chairman of the Awards and Exhibit committee. Other committee members not shown are Edward J. Chalifoux, Photopress, Inc.; U. Gordon Colson, U. O. Colson Co.; Vernon K. Evans, The Veritone Co.; Frederick E. Keast, H S. Crocker Co., Inc.; R. C. Reinhardt, Philipp Lithographing Co. and Alfred B. Rode, Jr., Stecher-Traug Lithograph Corp.

### '58 LNA Awards Competition

After a highly successful promotion of the lithographic process during the past year, the Lithographers National Association is planning to reach an even larger audience of printing buyers with its eighth Lithographic Awards Competition and Exhibit next year. The extensive plans for the 1958 competition were made at a meeting of the LNA promotion committee held during August in New York. Edward K. Whitmore, LNA director and president of Oberly & Newell Lithograph Corp., New York, directed the discussion as chairman of the committee.

As a result of the 1957 competition, the committee noted a continuous upward trend of interest on the part of national advertisers, advertising agencies, designers and other buyers of printing. A total of 253 users of lithography submitted 779 entries this year as against 612 last year, a gain of 27 percent. Entries from printing buyers have increased by a total of 100.5 percent in the past four years, LNA reported.

A four-color process announcement brochure and entry blank will be distributed to lithographers and advertisers in November. There will be

a two month period in which to make entries, the deadline being Jan. 10, 1958.

There will be a total of 48 classifications for entering material, an increase of three over past years. Entries will be judged the week of Jan. 27 at the New York Trade School by a committee headed by Ralph D. Cole, president of Consolidated Lithographing Corp. Announcement of winners will take place at LNA's 53rd annual convention, April 28-May 1, in Phoenix, Ariz.

### Switches To Trucks

Western Printing & Lithographing Co., Racine, Wis., is no longer relying on the railroads to transport its outbound shipments of less than carload (LCL) volume. According to R. F. Tusler, general traffic manager, the decision to use motor trucks instead of the railroads was made last May after the railroad serving the company's plant cancelled its pickup and delivery services.

His statement was one of several in a similar vein cited at the mid-summer meeting of the Midwest Shippers Advisory Board in Milwaukee, Wis. G. L. Klaud, chairman of the Advisory Board's LCL committee,

declared that "The railroads can ill afford to lose this huge Western P. & L. tonnage. They should take this action as a warning, for, unless LCL service is improved, other companies will be forced to turn to trucks or to private carrier operations."

### Instruct Litho Courses

Albert Kennedy of the George F. McKiernan Co., Chicago, is the instructor in the course on offset estimating offered this fall by the Graphic Arts Association of Illinois. Sessions of three hours each are held one night a week for 16 weeks in the association's headquarters at 360 N. Wabash Ave., Chicago. The course is described as "a supplementary course for letterpress estimators or those already familiar with litho." It covers lithographic operations from copy through platemaking and press work for black and white or color, with special attention to what estimators should know about costs.

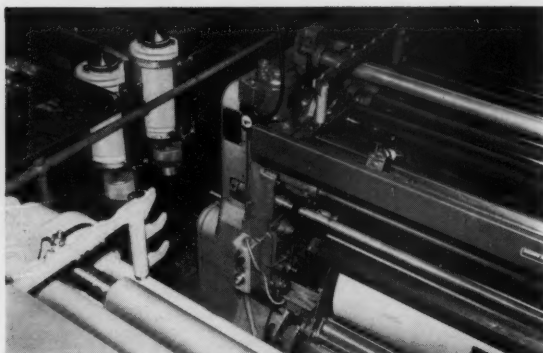
Richard C. Crehore of the Regensteiner Corp., Chicago, is the instructor in a lecture course on "Printing Fundamentals" which is designed "to impart basic information about the printing industry, especially to newcomers in management, supervisory and official positions . . . without becoming too technical."

Other courses offered are "Selling Printing" with C. Chester Carlson of American Colortype Corp. as instructor; "Paper Selection" by O. H. Runyan of the GAAI staff; "Cost Finding and Budgeting" by E. T. Leverenz of Speed Press, and "Letterpress Estimating" by Arthur Blumenthal of W. F. Hall Printing Co. Two more classes, in "Foreman-Management" and in "Industrial Engineering," are planned for the future.

### Purchases New Site

Standard Register Company has purchased an 18-acre site near Concord, Cal., for a plant which will replace its Oakland business forms printing plant. No date for construction of the new building has been announced, but plans call for a one-story 150,000-square-foot building to cost more than \$1,000,000.

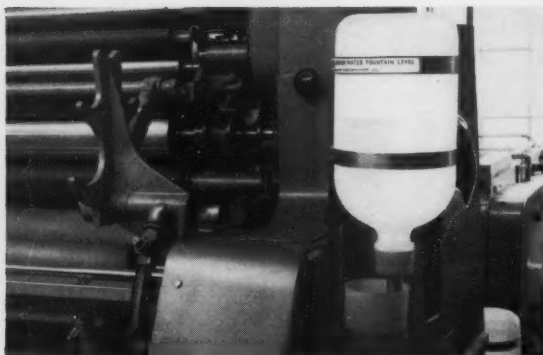
## Pressroom and front office agree... every press needs Baldwin® Water Levels



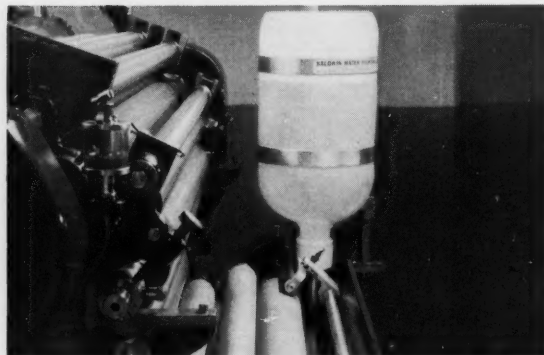
This photo shows Baldwin Water Levels, Ink Fountain Agitator, and Press Washer on a Miehle 61 2-color offset press.



Here's a Harris LTM 43 x 59 4-color offset press with Baldwin Water Levels and Variable Control Water Stops.



Miehle 41 2-color offset press with Baldwin Water Levels. Water supply can be checked by pressman at a glance.



This Harris LTP 23 x 36 2-color press is equipped with Baldwin Water Levels and Baldwin Roller Water Stops.

The wide acceptance of Baldwin Water Levels by the lithographic industry extends from the pressroom right into the front office. The pressman wants them because they save him a lot of time and work. The man whose job it is to watch costs and profits likes them because they reduce non-productive time and cut the cost of turning out that *quality* work that builds business.

Baldwin Water Levels maintain constant fountain-solution level *automatically* and assure a controlled supply of fresh solution in the fountain. What's more, they stabilize fountain settings and provide just the right balance of ink and water.

The translucent, unbreakable polyethylene reservoir has these important advantages: It keeps the

water free of airborne contaminants, cannot rust or corrode to set up chemical reactions in the fountain solution, and permits the water supply to be checked at a glance. An automatic non-spill valve eliminates sheet-spoilage caused by water spills when the fountain is filled.

All this contributes to work of higher quality at lower cost—on small presses and large presses, no matter what the size of the run.

Write today for information on equipping *your* presses with Baldwin Water Levels. And be sure to ask about Baldwin Water Stops, the ideal companion for Baldwin Water Levels, that put an end to floods and dry-ups which so often are a problem, especially when you run short sheets. Don't forget to include the make, model, and size of your presses.

### WILLIAM GEGENHEIMER CO., INC.

80 Roebling Street  
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Phone: Evergreen 8-5610

Manufacturers of Baldwin Ink Fountain Agitators • Baldwin Press Washers • Baldwin Water Stops • Baldwin Water Levels

### Western Acquires Kable

Western Printing and Lithographing Co., Racine, Wis., has acquired the Kable Printing Co., Mount Morris, Ill., as a subsidiary by securing more than 99 percent of Kable's outstanding stock.

Kable Printing Company was established in 1898 and operates a five acre plant on a 45 acre tract. It specializes in magazines, periodicals, pamphlets and catalogs. It is currently producing about 135 magazines. Company sales for 1956 were reported at approximately \$14,000,000. Western places its annual sales at over \$63,000,000.

Other subsidiaries of Western are Whitman Publishing Co., Western Playing Card Co., Artists and Writers Guild, Inc., K. K. Publications, Inc., Guild Press, Inc., and Story Parade, Inc. The company also has long-standing close working agreements with associated publishers such as Dell Publishing Co., Simon & Shuster, Inc., Catechetical Guild Educational Society and American Yearbook Co.

### GA Courses Offered In NY

New York Employing Printers Association, Inc. is offering evening courses in printing and related subjects starting the week of Oct. 14.

General registration was from Sept. 23 through Sept. 27, but enrollment will continue at association headquarters, 461 Eighth Ave., New York, until the classes are filled, NYEPA announced. Enrollment preference for all classes is being given to association members and their employees, but others will be welcomed up to limit of classes. Application must be made in person.

Tuition for association members and their employees is \$35 for each course, and for all others, \$45. There are 20 sessions in each course. All classes will be held at association headquarters.

Among the courses offered will be, "Cost Accounting for Printers and Lithographers" with George L. Robins of the association as instructor, "Elements of Offset Lithography" instructed by Frank Stockinger, Jr., president of Stockinger and Langbein

Photo Litho Corp., and "Estimating Offset Lithography" with John O. Collison, of Niagara Lithograph Company, as instructor.

### Publicity Post For Mikoda

Philip M. Mikoda has been appointed manager of sales publicity for Anasco, Binghamton, N.Y., the photographic manufacturing division of General Aniline and Film Corp. Mr. Mikoda has been with the company for 15 years, having held positions in research, sales, education and quality control. He took an active part in the introduction of Anasco color film and Anasco color Princeton film. In his new position he will plan, schedule and handle all sales publicity activities.



### New Building For Baker

Baker Reproduction Co., Chicago trade platemaking firm, marked 25 years of service to Chicago lithographers by moving last month to a new one-story building at 815 S. Jefferson St. The steel and concrete structure with 15,000 sq. ft. of floor space is about one-third larger than the previous quarters, W. Y. Baker, president, said. It is windowless and completely air conditioned, with new equipment including whirlers, temperature control sinks, down draft tables and others.

### Promotion For Hatch

Henry L. Hatch has been promoted to St. Louis branch sales supervisor, printing products division, of Minnesota Mining & Manufacturing Co.

Mr. Hatch will be responsible for the sales of 3M printing products in North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Missouri and part of Kansas. He has been a printing products salesman at the St. Louis branch for the past four years.

### Goss Employees End Strike

A five week strike called by the International Association of Machinists Union, District 8, against the Goss Printing Co., Chicago, a division of Miehle-Goss-Dexter, Inc., was ended last month with a wage increase and a new vacation policy.

### Offset Weekly Adds New Press

*The Graphic*, an offset weekly published by the Graphic Printing Company in Portland, Ind., has installed a high-speed web offset press manufactured by the George Hantscho Co., Mount Vernon, N. Y.

The press prints eight pages at a time at speeds up to 15,000 impressions per hour, which makes it possible to produce complete 24-page newspapers, half or quarter folded. *The Graphic* usually runs about 32 pages per issue.

### Sales Appointments At Fraser

Logan W. Miller has been appointed western sales manager for Fraser Paper, Ltd., New York. Other appointments include Theodore McFarlin to the Chicago division, Keith Bidwell to the New York office and Peter Pruyn to the southeastern states.

### SPPA Convention In Detroit

The 1957 Screen Process Printing Association convention and trade exhibit will take place Oct. 26-28 at the Sheraton-Cadillac Hotel, Detroit. More than 3,000 members of the screen process printing industry, including printers, suppliers and manufacturers, are expected to attend.

The trade exhibit, largest in SPPA history, has been sold out since July.

In place of the forums of past years, there will be informal meetings of the special industry committees of the association which were formed to provide a more direct approach to the problems of the industry.

Also planned for the convention are a meeting of SPPA's executive committee and board of directors, and a meeting of the association's chapter officers.

### Time Flies

In an item concerning William P. Squibb, president of Godfrey Roller Co., Philadelphia, MODERN LITHOGRAPHY erroneously promoted Mr. Squibb to his present position in 1903, 30 years too soon. He was elected president of the firm in 1933 and has served in that capacity since that time.





Field sales force and staff members of Kimberly-Clark Corp.'s Printing and Writing Paper division who met for a national sales meeting in Neenah, Wis., Sept. 4-6. Manufacturing, merchandising and advertising and promotion programs for the company's coated printed papers, business papers and Texoprint plastic printing paper were discussed. The meeting was highlighted by an inspection of a new paper machine at the Kimberly mill.

### LNA Releases Survey Report

Lithographers National Association, Inc. released last month a report summarizing the results of the first major survey of the future production and demand for printing papers in the printing and publishing industries. The survey, conducted by the Business and Defense Services Administration, Department of Commerce, contains some valuable insights for lithographers into the growth of markets for printed matter.

The report revealed that by 1965 printing papers will have increased by 19.6 percent and fine papers by 24.6 percent.

The LNA bulletin, summarizing the facts compiled by the government agency, pointed out that the survey indicated an upward trend in commercial printing which should continue in the future.

For instance, publishers' unit sales of books in 1954, as reported in the census of manufactures, were 58 percent greater than in 1947. Unit sales in 1965, it is believed, will double the 1954 figure.

The report found that periodicals are the largest single product user of printing and fine papers in the printing and publishing industries. This is a position which they are expected to maintain throughout the period under survey (1956-1965).

Title of the 218-page report is "Pulp, Paper and Board Supply-Demand," published in June. It sells for 55 cents and is obtainable by

writing to the Hon. Peter F. Mack, House of Representatives, Washington, D. C.

### Elected To Finance Society

Verne B. Bonette, treasurer, Schmidt Lithograph Company, and Ray M. Jacobson, vice president and comptroller, H. S. Crocker Co., Inc., both of San Francisco, have been elected to membership in the Controllers Institute of America.

Established in 1931, the Institute is a non-profit management organization of controllers and finance officers from all lines of business—banking, manufacturing, distribution, utilities, transportation, etc. Membership exceeds 4,700.

### Beck Joins Robertson

William R. Beck, has joined Robertson Photo-Mechanix, Chicago, as chief research engineer in the recently organized research and development department of the company.

Mr. Beck formerly was chief engineer of the G. S. Blakeslee Company, a Chicago manufacturer.

### Announces Cal. Distributor

Metals Disintegrating Co., Inc., has announced the appointment of American Mineral Spirits, Western, 8600 So. Garfield Ave., South Gate, Cal., as sole distributor of MD aluminum pastes, aluminum powders and gold bronze powders in the Los Angeles and Southern California territory.

### Sponsors 32-Week Course

For the sixth successive year, the Miami Valley Lithographers Association of Cincinnati is sponsoring a 32-week course designed for non-technical buyers, suppliers and users of printing. The course, which started Sept. 25 at Ohio Mechanics Institute, emphasizes lithography and its place in the large and growing field of the graphic arts. Thomas B. Brinkman, vice president of Cincinnati Lithographing Co., Inc., is delivering the lectures, which are being supplemented with visits to local plants and pertinent movies.

### Ink Company Expands

Cleveland Printing Ink Company, organized in 1928 and incorporated in 1947, is celebrating its anniversary by expanding its facilities, adding new machinery and increasing its personnel.

Among those recently employed are John Salaga, color matcher formerly with Sinclair & Valentine, and two men in the sales department, Lee Clayton, formerly with Addressograph-Multigraph, and Milton E. Cornman, president of the Cleveland Litho Club, who was formerly with International Printing Ink for 23 years.

### Oxford Paper Consolidates

On Sept. 30, the Oxford Paper Company acquired the assets and assumed the liabilities of its wholly-owned subsidiary, Oxford Miami Paper Company, of West Carrollton, O. Oxford Miami henceforth will be operated as a division, William H. Chisholm, Oxford president said, with no changes in operations or personnel.





**guaranteed longer plate life . . .  
5 minute image repair on the press**

If you're plagued with short runs and image failure, or if you're getting good runs but want to do even better . . . here's what to do. 1, 2, 3—it's that simple. Gum plate after normal development. Remove old water emulsion lacquer with Little Benjy Correction Fluid. Apply Little Benjy Plastic Lacquer. You're in business for long runs. Longer than you've ever had before. It's tough and durable. High tensile strength—from a new kind of plastic. Added adhesives give it high bond strength. Longer runs or your money back.

There are too many variables in plate and press rooms. Temperature, humidity. Roller pressure, blanket pressure, packing. That's why some shops get longer runs than others. And why accidents can happen. Suppose you do get partial blinding. 1, 2, 3 again. Gum, correction fluid, more lacquer. Away you go . . . in five minutes. See your distributor . . . right now.

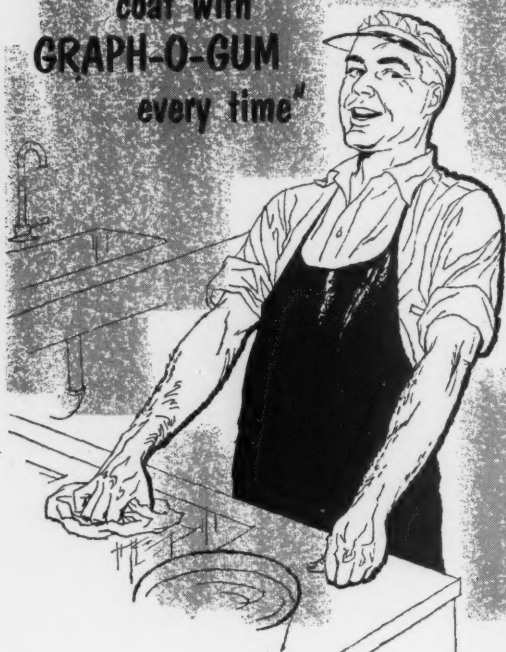


**LITTLE BENJY**

**SPECIALTY CHEMICALS FOR LITHOGRAPHERS**

**KNOX SOAP COMPANY • 3300-22 W. CERMAK RD. • CHICAGO 23**

"I get a thin even  
coat with  
**GRAPH-O-GUM**  
every time"



"**GRAPH-O-GUM**  
never scums  
or blinds  
on the press"



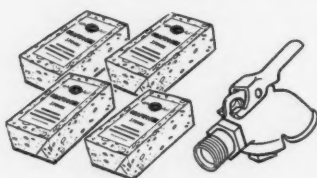
## You too will say new **HUNT GRAPH-O-GUM®** is *different...and better*

### NEW HUNT GRAPH-O-GUM IMPROVED 3 WAYS

**GRAPH-O-GUM has constant viscosity.** Viscosity is important because you cannot get a perfect gum film on each plate unless you are working with a gum of unchanging viscosity. GRAPH-O-GUM is guaranteed to be of constant viscosity in every ounce from the top of the drum right down to the bottom.

**GRAPH-O-GUM is always clear.** GRAPH-O-GUM is a clear solution which always stays clear—never develops sludge or sediment on standing.

**GRAPH-O-GUM is almost odorless.** GRAPH-O-GUM is a stabilized solution which does not sour on standing — has superior storage life whether in the gallon bottles or the 30 gallon drum.



**FREE** With every 30 gallon drum of GRAPH-O-GUM, you will receive four 6" x 3" x 2" litho grade cellulose sponges and an aluminum drum spigot. With every carton of four one-gallon bottles, one cellulose sponge is included. Order from your nearest Hunt Branch today.



### MONEY-BACK GUARANTEE

Order a carton (4—1 gallon bottles) or a 30 gallon drum of Hunt GRAPH-O-GUM today from your nearest Hunt Branch. Both are packed in no-deposit, non-returnable containers. If GRAPH-O-GUM does not do all we say it does, write to the same Hunt Branch for return instructions, and we will refund the purchase price, plus shipping charges.

Manufacturing  
Chemists



Established  
1909

## PHILIP A. HUNT COMPANY

PALISADES PARK, N. J.

Chicago • Cleveland • Cambridge • Brooklyn • Atlanta • Dallas • Los Angeles • San Francisco

## A.L.A. Holds "Lithographic Week" in Chicago

THE diamond jubilee meeting of Amalgamated Lithographers of America was held in Chicago the week of Sept. 23. Mayor Daley proclaimed the period as "Lithographic Week" and, following up on this official recognition of the event, Chicago Local No. 4 arranged an extensive exhibit at the public library.

Opening on Sept. 1 and continuing throughout the month of September, the show was seen by thousands. The union planned the show to give the public a broad idea of the lithographing process, to show its relation to everyday living and, to "sell" lithographic printing to all potential buyers.

Visitors learned of Senefelder's discovery of the basic principle of lithographic printing and of the 32-year-old scientific and technical research program under way at the Lithographic Technical Foundation's Chicago laboratories, to improve the quality of the industry's products. Latest of these accomplishments is the L.T.F. color chart, of which a sample was shown, together with numerous technical publications of the Foundation.

There were examples of "yesterday's" lithographed products such as gilded cigar box liners and, in contrast, the modern advertising transparency, using Kodachrome copy on plastic sheets.

"The litho stone is a thing of the past," read a note beside a cumbersome "stone age" relic not far from models showing the steps taken to make the deep etch zinc plate. Shown too were examples of copper, aluminum, steel, chrome and multi-metal plates in use today. A sequence of negatives near these traced the steps taken in preparation for a multi-color job.

Another popular exhibit was a series of photographs of conspicuous "firsts," which showed, among other things, the first commercially practical offset press along with a new 76", five-color press, a five-color double delivery boxboard press, an 8-

color web perfecting press and a proving press. Here, too, were views of press rooms and other departments in unidentified Chicago litho plants.

One entire panel alongside the LTF display was devoted to the Chicago Lithographic Institute, jointly operated by management and labor and about which a placard read: "The jointly run Chicago Lithographic Institute is another pleasant annal in the history of employer and union relationship."

"Anything that can be reproduced with ink can be lithographed" was a thought provoking statement prominent in the exhibit and, adding to its impact was still another assertion that "As an industry, lithography now grosses \$1 billion or more annually."

"Problems of size in reproducing a job seem to present no difficulty to the lithographer" was another comment beside an exhibit showing a blown up billboard poster and a tiny pictorial poster stamp near it.

Chiefly, though, lithography's close relationship to modern, everyday living was suggested with a multitude of pieces, which a placard explained, were "not show piece displays but taken right off the press."

Included was almost everything from greeting cards, playing cards and calendars to catalogs, corporation reports, gas station banners lithographed on cloth, food can labels, chewing gum wrappers, cereal boxes, lithographed metal containers, text books, atlases, globes and big press sheets for a new lithographed edition of the Bible.

Local 4's committee which prepared the exhibit was headed by Roy Rostad of the I. S. Berlin Press art department.

### Adds Another Press

Manz Corp., Chicago, installed a four-color offset 52½ x 77" press this past summer and now has six presses including two 69", two 72" and a 76" press. Other offset equipment includes a two-color web perfecting press and

several smaller presses to handle a variety of jobs, including soap wrappers, cigarette packages and some publication work. Manz also operates letterpress and gravure facilities.

### Expands Direct Mail Program

Rolph-Clark-Stone, Canada, has expanded its facilities to create and produce direct mail advertising by establishing a department of direct mail and promotion advertising within its creative division. Norman Hathaway, formerly advertising manager of The Office Specialty Manufacturing Co., Ltd., Newmarket, will head the department.

The company also has acquired the services of James Ritchie, former assistant superintendent of photo engravers and bindery foreman at Alger Press. A mechanical engineer, Mr. Ritchie has been placed on a general assignment to gain a knowledge of the mechanical problems within different divisions of the organization.

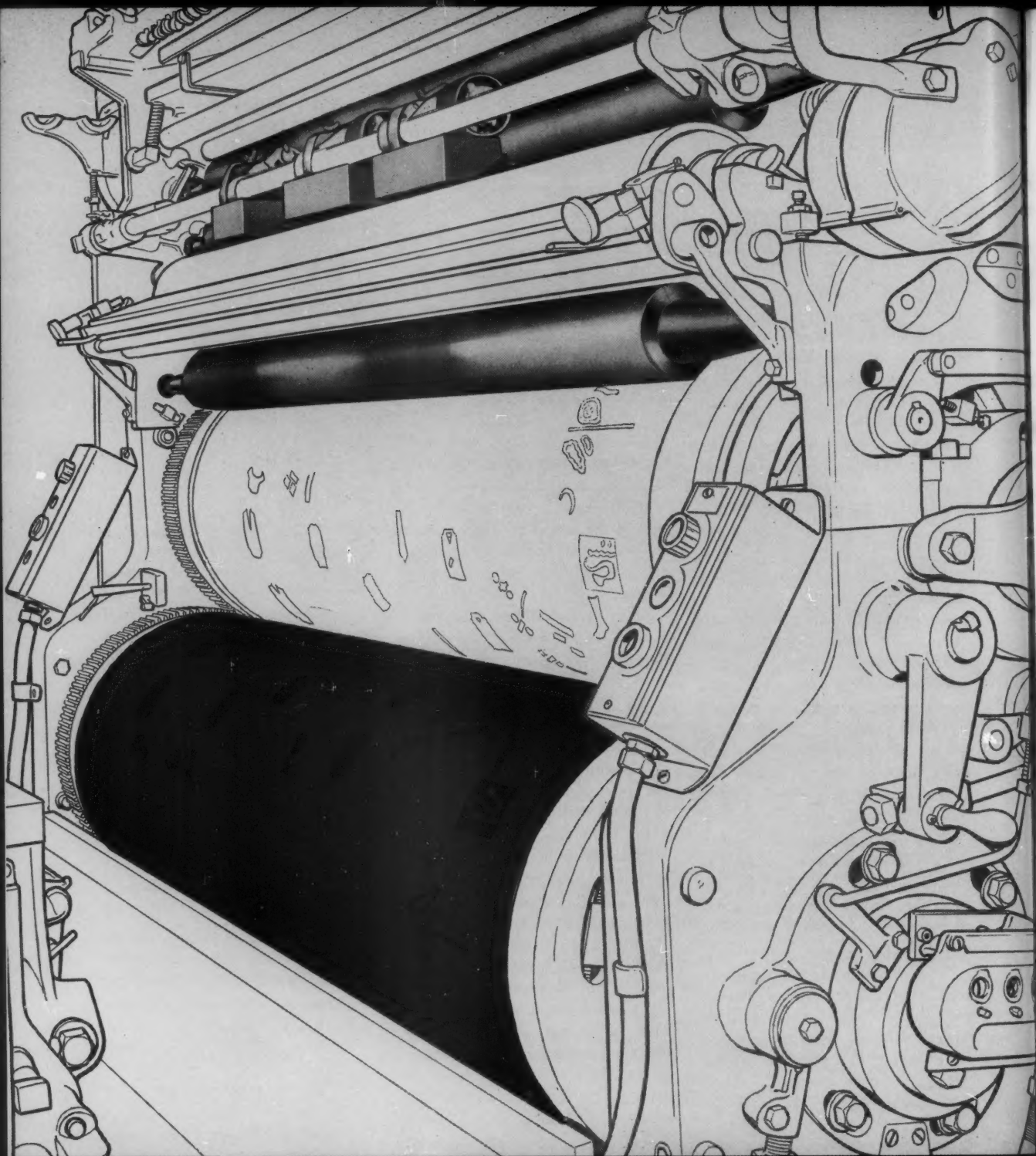
### Chi. Litho. Inst. Raises Tuition

Inflation has hit the program for upgrading lithographic craftsmanship in Chicago. Directors of the Chicago Lithographic Institute have authorized an increase of about 20 percent in tuition rates for the first semester of the 1957-58 year. For the craft courses, chemistry and estimating classes, the new rate will be \$115 per semester and for the evening intensive class \$425. The board noted that the 20 percent increase in tuition rates is the first in the last nine years.

### GAA Group Offers Courses

The Graphic Arts Association of Cincinnati is offering a new course this year in basic cost accounting for printers. The 10-weeks course, started Oct. 8 at the Cincinnati Club, is designed primarily for association members, with instructors being provided by the accounting firm of Lybrand, Ross Bros. & Montgomery. An advanced course in cost accounting also is planned for early next year.





**Dayco Gold Seal Red . . . Dayco Gold Seal Black . . . and the new Dayco Gold Seal Green  
are all members of the Dayco family of fine offset blankets.**



**Dayco Gold Seal Red**



**Dayco Gold Seal Black**



**Dayco Gold Seal Green**

THE D  
Dayco  
Graini



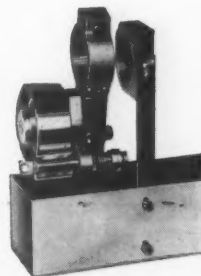
# New Dayco Gold Seal Green Offset Blanket... Sharpens your halftones... Gives new life to colors

In test after test—with coated or uncoated offset papers—it was Dayco Gold Seal Green . . . Dayco Gold Seal Green . . . Dayco Gold Seal Green . . . time and again, that produced the finest offset work. Even a glance shows why this revolutionary new Dayco Gold Seal Green Offset Blanket is superior to ordinary blankets—halftones are sharper, type is cleaner, and colors are brighter and more opaque.

New from the fabric out, the Dayco Gold Seal Green Offset Blanket has a more resilient face which shows faster recovery from smash and resists taking a permanent set. What's more, it won't swell or emboss, and is resistant to oils, inks, and recommended wash-up solutions.

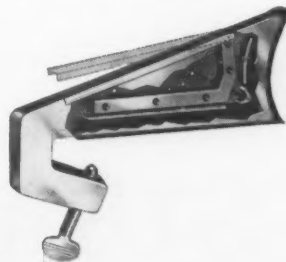
Next time, try the Dayco Gold Seal Green. It's the newest addition—with Dayco Gold Seal Red and Dayco Gold Seal Black—to the Dayco Gold Seal family of fine offset blankets. Look for the Dayco Gold Seal on the back of every one—it's your assurance that you're getting the finest in craftsmanship and materials in the offset blanket you prefer.

For complete details, ask your Dayco Representative the next time he calls, or write The Dayton Rubber Company, Dayco Division, Dayton 1, Ohio.



## the Dayco Color Separator

The Dayco Color Separator (only mechanical separator made) eliminates expensive roller-cutting, drastically reduces make-ready time and press time. Lets you print several colors—one time through the press—with splits as narrow as 1½" and no color mixing.



## the Dayco Fountain Divider

Ideal for split color and all other fountain uses, the Dayco Fountain Divider is absolutely leakproof, quickly installed, easily adjusted and cleaned. It is sturdily constructed for years of economical service. Fully Guaranteed.

# Dayton Rubber

THE DAYTON RUBBER COMPANY, Dayton 1, Ohio • 1486 Lakewood Avenue, S.E. Atlanta, Georgia.

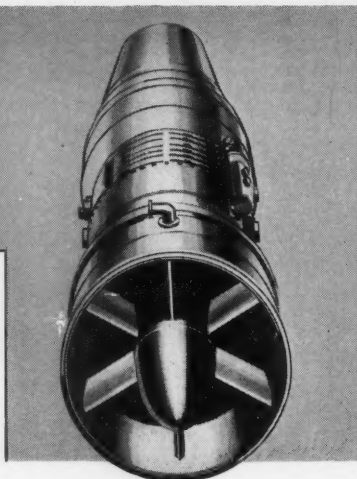
West Coast Distributor, Tillicum Rubber Company, Lacey, Washington.

Dayco Rollers . . . for Offset, Letterpress, Newspaper, Corrugated Boxboard, Gravure, Flexography, Coating, Graining, Steel Mills. Dayco Offset Blankets. Dayco Fountain Dividers. Dayco Color Separators.

*Curtiss-Wright's quiet running new TJ38 "Zephyr" turbojet engine will enable commercial jet airliners to operate from present airports.*

CURTISS-WRIGHT CORPORATION  
WOOD-RIDGE, NEW JERSEY

ADDRESS ONLY TO  
P. 20-20-10



## *The quiet power* **of Quality!**

**Your letterhead is an ambassador** for your business. It speaks eloquently of the character of your firm. The letterhead of the Curtiss-Wright Corporation on Strathmore paper is indicative of the dignity, quality, and taste that important organizations seek in their letterheads. Each day thousands of letters, written on Strathmore papers, quietly but powerfully affirm the integrity of many of the most famous names in American business.

**Curtiss-Wright Corporation**, leading manufacturer of aircraft engines, equipment and components, and many other diversified industrial products, recently announced a new concept turbojet for transport aircraft. This new engine, the cool and quiet TJ38 Zephyr turbojet, is the first jet engine developed exclusively for both medium and long range commercial airliners.

**STRATHMORE LETTERHEAD PAPERS:** STRATHMORE PARCHMENT, STRATHMORE SCRIPT, THISTLEMARK BOND, ALEXANDRA BRILLIANT, BAY PATH BOND, STRATHMORE WRITING, STRATHMORE BOND. ENVELOPES TO MATCH CONVERTED BY OLD COLONY ENVELOPE CO.

**STRATHMORE THIN PAPERS:** STRATHMORE PARCHMENT ONION SKIN, STRATHMORE BOND ONION SKIN, STRATHMORE BOND AIR MAIL, STRATHMORE BOND TRANSMASTER, REPLICA.

*Better Papers are made with Cotton Fiber*

# STRATHMORE

Makers of Fine Papers

STRATHMORE PAPER COMPANY, WEST SPRINGFIELD, MASSACHUSETTS

Strathmore  
Advertisements  
in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

*This series appears in:*

**TIME**  
**NEWSWEEK**  
**BUSINESS WEEK**  
**PRINTERS' INK**  
**SALES**  
**MANAGEMENT**  
**PURCHASING**  
**ADVERTISING**  
**REQUIREMENTS**

## BREVITIES

RECENT NEW EQUIPMENT installations in Cincinnati have included a Harris 35 x 45" one-color press in the plant of Stevenson Photo Color Separation Co., and a Harris 23 x 30" one-color press at Tri-State Lithographers, Inc.

THE KINDRED MACLEAN & Co. division of Progress Lithographing Co., Cincinnati, has moved its offices to the plant at 43-01 22nd St., Long Island City, N. Y., where the division is now occupying 60,000 square feet of floor space on the first two floors.

VARI-TYPER CORP., Newark, N. J., last month introduced the Headliner—Model 400 which automatically photo-sets display type from 12 to 72 point size.

SERVICE OFFSET CORP. and Service Printers, Inc., Chicago, have announced appointment of Maurice Rubin as director of sales.

THE ST. LOUIS OFFICE of the Ideal Roller & Manufacturing Company has been moved to 3818 Laclede Ave., same city.

COURIER-JOURNAL Lithographing Company, Louisville, dedicated a 71,000 sq. ft. building recently with a ribbon-cutting ceremony and open house.

WILLIAM H. WEST has been appointed assistant district manager of Milprint, Inc., for the Chicago area.

HOWARD G. KNOWLTON, Chicago printer-lithographer, has been appointed a member of the Northeast Illinois Area Planning Commission. Mr. Knowlton, is a partner in the Knowlton-Washburn Co.

PRINTING DEVELOPMENTS, INC. has installed a Robertson 480 camera in its San Francisco office. The firm now is accepting flat art work as well as transparencies, to be handled by the Time-Life Scanner.

B. & J. PRINTING AND LITHOGRAPHING Corporation, printing, lithography, 18 Beekman St., New York, has been incorporated with capital stock of 200 shares no par value.

GAMUT PRESS & LITHOGRAPHERS, INC., three-year-old Chicago firm, has enlarged its offset department by installation of two new presses, an EBCO 22 x 34" and a Webendorfer 17 x 22", in its new quarters at 222 S. Morgan Street.

FREDERICK POST Co., producers of blueprint and sensitized photographic paper, is completing a new plant in the Los Angeles area.

GEORGE N. ANDERMAN has been appointed to the Columbus, O. territory sales staff of Milprint, Inc.

THOPEX GRAPHIC, Inc., printing, 130 West 42nd St., New York, has been granted charter of incorporation listing capital stock of \$50,000.

## 150 LINE SCREEN FOUR-COLOR PROCESS

# LITHO COLOR POSITIVES

### NOTE THESE FEATURES:

- Clouds added to skies (where practical) at no extra charge.
- Screened positives or negatives in one week.
- Made by famous Dexter color process.
- Color mat proofs free.
- Progressive color proofs available at following extra charges: 5" x 7" or smaller \$15.00, 6" x 9" and 8" x 10" \$20.00, 11" x 14" \$30.00, 12" x 18" \$50.00, 16" x 20" \$80.00.
- Our experience includes the making of over 100,000 sets of positives.
- Free information on press-room procedures including inks, press and plates.

SEND FOR SAMPLE  
COLOR PRINTS

YOU CAN USE **COLOR**  
ABUNDANTLY AT  
THESE LOW PRICES...

**4" x 5" or smaller \$45<sup>00</sup>**

5" x 7" \$50.00, 8" x 10" \$60.00  
6" x 9" \$55.00, 11" x 14" \$65.00  
12" x 18" \$100.00 LARGE DISCOUNTS  
16" x 20" \$160.00 ON VOLUME ORDERS

Best reproductions  
are made from 4" x 5"  
Ektachrome transparencies

\* Extra charge for 8" x 10"  
transparencies \$15.00.

65 to 300 line screens available



**WORLD  
COLOR, Inc.**

Route 303 • West Nyack, N. Y. • NYACK 7-3500

274 Madison Ave.

New York, N. Y.

Murrayhill 5-9524

169 Madison Ave.

Daytona Beach, Fla.

Clinton 2-5080

OFFSET



Now for the first time OFFSET GOLD INK is available that enables the offset printer to achieve practical printing results in one working.

This amazing new Rolcor Majestic OFFSET GOLD INK handles as easily as any standard litho ink, and only one time through the press gives full and complete coverage. Rolcor Majestic OFFSET GOLD INK is available in four shades of Rich Gold, Rich Pale Gold, Pale Gold and Copper Gold.

write for ink book showing full gold color range  
dept. ML 10

**ROLL-O-GRAPHIC CORP.**

133 Prince St., New York, N. Y.





ALBION EDGEELL has been appointed manager of industrial product sales for Ansco, Binghamton, N. Y. He will be responsible for formulating plans and policies concerning the marketing of Ansco professional products for the industrial field.

CLYDE PAPER COMPANY Ltd., Rutherglen, Scotland, has begun production of "Kromekote," making the paper available from a British manufacturer for the first time.

OFFICIAL OFFSET Corporation, printing, 150 Fulton St., New York, has been granted charter of incorporation listing capital stock of 200 shares no par value.

DYNAGRAF CORPORATION, lithograph machinery, 147 West 15th St., New York, has been granted charter of incorporation listing capital stock of 200 shares no par value.

NEW METHODS LITHOGRAPHIC Corporation, printing and publishing, 30-28 Star Ave., Long Island City, N. Y., has been granted charter of incorporation listing capital stock of 200 shares no par value.

IMPERIAL GRAPHIC ARTS Incorporated, printing, 520 Fifth Ave., New York, has been granted charter of incorporation listing capital stock of \$2,000.

FLEXO-GRAVURE MACHINE Corporation, printing presses, etc., 342 Madison Ave., N. Y., has been granted charter of incorporation listing capital stock of 200 shares no par value.

L. R. ERVIN has been named general sales manager of Vulcan Rubber Products Division of Reeves Brothers, Inc. He will direct the sales of all Vulcan products including Duroflex offset blankets.

CLARK & COURTS, lithography, printing, engraving and office supplies, Houston, Tex., has opened a new office furniture showroom at 3701 South Main Street.

E. A. DONAHUE, former president of Donahue Lithograph Co., San Francisco, has been appointed vice-president in charge of sales at Security Lithograph Co. in the same city. The Donahue firm will continue operations at the same location and under the same name.

EDWARD S. NEDEROSTEK has been promoted to Dallas branch sales manager, printing products division, of Minnesota Mining & Manufacturing Co. He joined 3M in 1950.

PAPER MANUFACTURERS Co., Philadelphia, has brought its 'helpful hints' series on gummed paper up-to-date. The series includes one (#13) on grain direction, and one (#19) on tests used in the paper industry.

BOATMEN'S BANK WINDOWS, Broadway and Olive Sts., St. Louis, is featuring a 30 day display of the craftsmanship of all facets of the printing industry. The exhibit, which started Oct. 7, is sponsored by the St. Louis Graphic Arts Association.

# DREISSIG BRONZING MACHINE KOMBI 10 V

Heavy Duty Flat  
Bronzing and  
Dusting  
Machine



• Will take up to maximum sheet size of 52" x 76"

• The DREISSIG KOMBI 10 V is a high-speed machine intended for use in tandem with a printing press. To obtain bronzing speed as well as clean and well-bronzed sheet the number of burnishers and dusting bands have been increased to a total of ten dusting bands, 10 burnishers and 4 dusting-off rollers. This has been achieved by incorporating an additional unit free

from suspended bronze

• No dust in suspension to dirty the sheet. The dusting unit is separate from the Bronzer

• Because pressure of the burnishers can be varied as a unit fine adjustments can be made on the run. This makes it unnecessary to stop the machine to adjust each burnisher individually

## HENRY P. KORN

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Write  
Today  
for Free  
Descriptive  
Literature

# HERE IS *Real Value* FOR YOU

You can have very helpful information on Selling, Production and Management from the NAPL — material which you need constantly:

- 1 — A Study of a Simplified Method for Building Budgeted Hourly Cost Rates in a Lithographic Plant.
- 2 — Wage Scales and Working Conditions Covering the Lithographic Industry.
- 3 — Trade Customs and Court Decision Affecting Ownership of Lithographic Plates and Negatives etc.
- 4 — Confidential Bulletins and Labor Costs, Supplies, Equipment, Government Regulations and the like.
- 5 — Help and advice on everyday management problems.

**YOU CAN SECURE ALL OF THIS AND MORE BY JOINING THE NAPL.**

## NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

317 West 45th Street, New York 36, N. Y.

.....1957

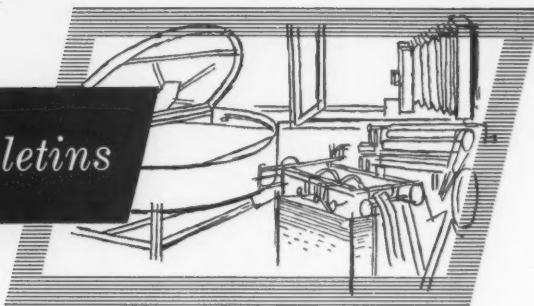
We hereby make application for enrollment as an Active (Associate) Member in the National Association of Photo-Lithographers, and if elected, agree to abide by its by-laws and support its objects and interest as far as our time and ability will permit.

We enclose herewith \$. . . . . as our first year's dues.

Annual Dues for the press equipment in our plant is as follows:

PRESSES NO. OF	<b>ACTIVE MEMBERS</b> (Those who operate equipment)	
	Presses smaller than 17" x 22" (Minimum Dues \$50.00 per year) \$20.00 per press per year	\$
	Presses 17" x 22" to 22" x 28" \$28.00 per press per year	\$
	Presses larger than 22" x 28" up to and incl. 35' x 45" \$37.00 per press per year	\$
	Presses larger than 35" x 45" \$47.00 per press per year	\$
	<b>MINIMUM DUES, \$50</b>	
	<b>ASSOCIATE MEMBERS</b>	\$
	Equipment and Supply Dealers and Manufacturers, \$125.00 per year	
	<b>TOTAL</b>	\$
		FIRM .....
		ADDRESS .....
		CITY, ZONE .....
		STATE .....
		SIGNED .....
		PHONE .....

## Equipment, Supplies, Bulletins



### Macbeth Booklets Available

Macbeth Daylighting Corp., a subsidiary of the Macbeth Corp., Newburgh, N. Y., has available two booklets describing its line of



standardized lighting equipment for the graphic arts, including ink color matching equipment pictured above.

The booklets describe in detail the four factors required to achieve standardization which are light quality, intensity of illumination, color of surroundings and geometry of lighting. They also include sketches and diagrams.

The company recently announced a major improvement in low-cost, efficient light sources which simulate North Sky daylight suitable for graphic arts appraisal. It is a blend of Examolite fluorescent tubes and incandescent bulbs, the company states. Equipment producing this quality of illumination is the Type C-4D Examolite and Type OR-4D industrial Examolite fixtures.

For further information, or a copy of the booklets, write to the company in Newburgh.

### New Flexographic Ink Line

Bensing Bros. and Deeney, Philadelphia, has developed a line of flexographic inks which the company states produces rich metallic effects on moisture-proof cellophane. Called "Gold-Tone", the inks are said to offer all the beauty of regular gold bronze inks with none of their disadvantages.

### Chemco To Sell GT-1

Chemco Photoproducts Company, Inc., now is manufacturing and selling the additive GT-1 under license by Photoengravers Research, Inc., and will market it under the Chemco brand name of "Kopr-Plus."

GT-1, developed under the auspices of Photoengravers Research by the Engineering Experiment Station of Georgia Institute of Technology, is a powder additive which is dissolved in the etching bath. The company states that a fine screen etch can be achieved in approximately two-and-a-half to three minutes, a coarse screen etch in five to five-and-a-half minutes. The process can be put into use in photo-engraving plants by simple modification of present copper etching equipment.

### New Fluorescent Paper

"Shocking White" Plover bond, a fluorescent paper, is being introduced to the paper and printing trades by Whiting-Plover Paper Co. The bond is available in both 17 x 22 — 20" and 22 x 34 — 40" sizes.

Price of the paper is the same as standard white Plover Bond, which will continue to be available. For a sample demonstration kit, write Whiting-Plover Paper Co., Stevens Point, Wis.

### New Dexter Bulletin

The Dexter Folder Co., Pearl River, N. Y., is offering a four-page, two-color bulletin on models 2, 3 and 6 of the Dexter-Conde "Dri-Air" pump, an oil-free, rotary vane pump for vacuum and pressure applications.

The illustrated brochure describes the features, both standard and optional, of the unit, and gives complete specifications and operating recommendations for the three sizes and capacity-ranges in which the pump is available.

The bulletin also pictures and describes the two types of air filters for the pump, each with replaceable filter elements, as well as an exhaust muffler furnished for locations where extra quiet is desired.

Copies of the brochure may be obtained by writing directly to the company.

### Ozalid Bulletin Offered

A bulletin describing a low-cost volume producing whiteprint machine is being offered by the Ozalid Division of General Aniline and Film Corp., Johnson City, N. Y. Included in the bulletin are the specifications and features of the Ozalid Streamliner 400, which will accommodate materials of any length up to 42" in width and turn out work up to 24' a minute.

A free copy of the bulletin may be obtained from the company, 7 Corliss Lane, Johnson City, N. Y.

### Releases Price List

Vulcan Rubber Products Division of Reeves Brothers, Inc., New York, has released its latest Vulcan Duroflex offset blanket price list. Free copies may be obtained from the company at 54 Worth St., New York 13.

# "Makers of Fine Offset Plates"

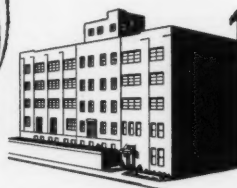
FULL COLOR • BLACK AND WHITE

## Graphic Arts Corporation of Ohio

110 OTTAWA STREET • TOLEDO 4, OHIO

*Our thirty years' experience in color and black and white work assures you of printing plates worthy of award.*

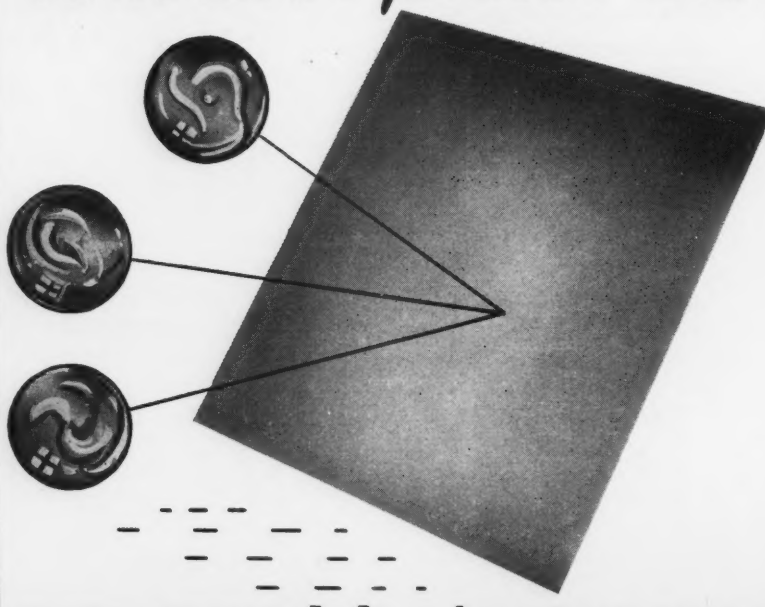
*Skilled craftsmen excelling in the preparation of advertising art, commercial photography, offset press plates (all types), photoengraved and rotogravure plates combine to afford you a most complete service.*



**New York Office**  
122 East 42nd St., Room 419  
New York 17, New York

**Chicago Office**  
222 West Adams St., Room 429  
Chicago 6, Ill.

# Wherever plates are grained



## AGSCO SILICA

is accepted by plate-makers throughout the country for the most exacting type of litho plate graining. AGSCO Silica is used to produce the highest quality finish by eliminating all synthetic abrasive particles imbedded in the metal.

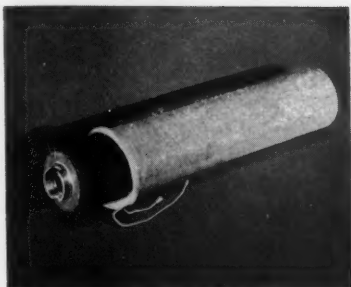
**FOR THE FINAL FINISH  
SPECIFY AGSCO SILICA**

**AMERICAN GRADED SAND COMPANY**  
Chicago 13, Illinois Paterson 4, New Jersey





## New Water Roller



The Van Son Holland Ink Corporation, Mineola, N. Y., has introduced a new permanently soft, water form roller called Dis-Base. The patented roller does not require a molleton, the company states, therefore, it is always ready for the press with no seams to mark the plates, according to the company.

Dis-Base features a disposable cover which can be changed in seconds, and ball bearing construction which cuts friction and drag to a minimum, it is further claimed. The rollers are presently available for duplicating size presses only.

For full information and prices write directly to the company.

## Rapid Microfilm Duplicator

The Filmsort Division of Dexter Folder Co., Pearl River, New York, has developed an automatic card-to-card printer for rapid reproduction of microfilm mounted in aperture cards. Named the Filmsort Automatic Card-to-Card Printer, the machine will duplicate microfilm negatives or positives at speeds up to 2,000 cards an hour.

The unit will sell for approximately \$15,750. It stands 48 inches high by 20 inches wide and 60 inches long.

## Two New Di-Noc Films

Di-Noc Chemical Arts, Inc., Cleveland, recently made available two new polystyrene base films, Dinolith Commercial and Dinographic Commercial.

The two products are specifically designed for making close register continuous-tone negatives and positives of photographic prints and all varieties of artwork where color sensitivity is not needed, the company stated. Both incorporate the same fine-grained emulsion, making them interchangeable for exposure and development.

The difference between these films lies in the base thickness. Dinographic Commercial is produced on a .010" polystyrene base, giving it extreme

dimensional stability for use in single units, final register negatives and positives and intermediate continuous-tone positives which may be color corrected and retouched. Dinolith Commercial, produced on the lighter .055" polystyrene base, is particularly suitable for masking work, strip-ups and general highlight, tone and color correction masks, according to the company.

The two films are available in most standard sheet and roll sizes.

## Chief 22 Instruction Manual

An instruction manual for the ATF Chief 22 offset press was recently released by American Type Founders Co., Inc., Elizabeth, N. J.

The booklet describes in detail all presswork procedures for efficient production on the press, which handles sheets from 8 x 10" to 17½ x 22". Steps to take in press preparation, trial printing, and printing operation are outlined and illustrated.

Copies of the instruction manual, nominally priced, are available from ATF at 200 Elmora Ave., Elizabeth.

## "You And Labor Law"

"You and Labor Law," a two-part 30-minute sound slide film in color describing the history, purpose and principles underlying U.S. present labor laws, has been completed by

Transfilm, a New York firm. Part one shows the evolution of labor law philosophy and precepts, and part two deals with the present labor law.

The film may be purchased through the Employers Labor Relations Information Committee, Inc., 33 East 48th St., New York 17.

## Correction Lacquer Available

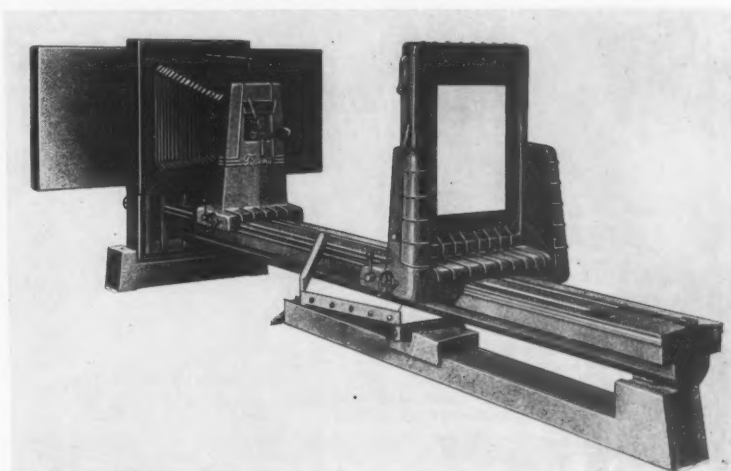
A cylinder correction lacquer, "Liticor," developed in Germany, is now available in the United States through Henry P. Korn, 5 Beekman St., New York 38. The product is made by the German ink manufacturer Siegwark.

Lacquers of three types are offered, resistant to benzene, alcohol and toluol inks. Descriptive literature is available from Mr. Korn.

## Macbeth Arc Lamp Brochure

A chart designed to assist in selection of the right arc lamp for camera, printing frame, or photo-composing machine is featured in the new Constantarc brochure now available from Macbeth Arc Lamp Company. The brochure shows actual installations of the individual lamps, combinations, reflectors, carriers, and mountings available in the Constantarc line. The brochure can be obtained from Macbeth at 141 Berkeley Street, Philadelphia 44, Pa.

The W. A. Brown Manufacturing Co., Chicago, has developed an Admiral series of precision cameras for photoengraving, offset and gravure platemakers. Standard sizes are 31 x 31" and 40 x 40". The camera has a bi-rail track with a center guide rail, glass covered copyboard, motorized vertical and horizontal lens board movements and is of all-metal construction. Additional information and prices can be obtained from the company, 608 S. Dearborn St., Chicago 5.



picture it on **Curtis SHALIMAR**



**CURTIS PAPER COMPANY**



**NEWARK, DELAWARE**

Delicate texture and vibrant colors serve as distinctive backgrounds for truly exciting product reproductions.

Shape and form are brought to life in luxurious full dimension, on this outstanding text paper, drawing attention to superior features and building product prestige.

Suitable for letterpress and offset, Shalimar is carried in stock in matching text and cover weights, in four gem-colors and sparkling white.

For the perfect background . . . use Curtis Shalimar. Call your paper merchant for printed specimens and sample books. He'll gladly supply layout sheets and made up dummies.

*there is a difference —*  
and **LEEDAL** *makes the difference*



#### NEW ITEMS—BIG NEW FEATURES

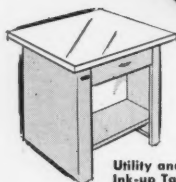
**SKY BLUE "PAINTLOK" BASES**—beautiful and tough. Scratch and chemical resistant paint is spray-bonded over electro-galvanized steel. Bases have rounded corners, adjustable feet.

**EFFICIENCY CONSTRUCTION**—lets you sit or stand at your work. You can work faster and in comfort. A foot rest eliminates fatigue.

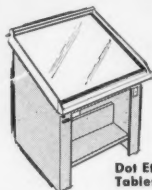
**FINEST MATERIALS**—Type 316 stainless steel is used in LEEDAL equipment. This, when combined with hell-arc welding, gives you a unit made to last a lifetime.

New catalog No. N-185 illustrates and describes all the LEEDAL "new look" items. Send for your copy now!

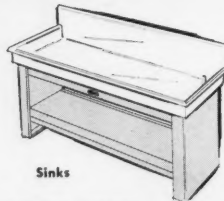
#### SAVE TIME—SPEED PROCESSING—SPECIFY LEEDAL!



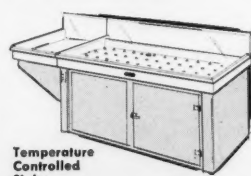
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Friden



PRODUCTS  
IN  
ACTION

Cover of a booklet available from Friden Calculating Machine Co., Inc., 1 Leighton Ave., Rochester 2, N. Y. It contains integrated data processing applications involving the company's Flexowriter automatic writing machine and tape-operated machines. Also included are order invoice writing, purchase order writing and accounts payable functions all illustrated with flow charts and descriptions.

#### Non-Offset Powder Mix

A new Flo-Mix powder for anti-offset units, providing less dust in press rooms and less risk of fill-in, is now available from American Type Founders Co., Inc., Elizabeth N. J., and its dealers.

Known as No. 102 GP (General Purpose), the powder has been field tested for more than a year and found to give excellent results even on difficult half tones, process work, carton printing and high gloss inks.

#### New Retouch Table

Bar-plate Manufacturing Co., Boston Post Road, Orange, Conn., has added a new retouching table to its line of photomechanical equipment. Named the Micro-Perfect Artists' Retouch Table, it is made of 16 gauge cold rolled steel and is available in 20 x 24", 26 x 30" and 30 x 40" sizes.

#### Announces New Price List

The National Steel & Copper Plate Co., 700 S. Clinton St., Chicago, and 653 Tenth St., New York, has announced that its new price list #700 is being distributed. It shows a complete line of metals, films, chemicals and sundry items for the graphic arts industry. Copies may be obtained by writing to the company.

#### New Dampener Covering

A new offset dampener covering has been developed by Jomac, Inc., 6128 No. Woodstock St., Philadelphia 38. The company states that the covering is characterized by maximum freedom from lint, high water retention and uniform transfer of fountain solutions.

Called Uni-Damp, it is a knit, seamless, cotton sleeve which can be used alone or with other dampener covers, including paper. It has been used successfully on the ducator rolls in

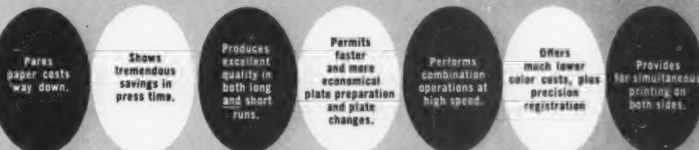
conjunction with paper coverings. Complete information is available.

#### Introduces Convention Badge

Kleen-Stik Products, Inc., has introduced a self-sticking product which it says is ideal for identification badges for attendants at conventions and other get-togethers. Designed for temporary adhesion, it sticks to practically any fabric, the company claims. Samples are available from the company, 7300 W. Wilson Ave., Chicago 31.

## THINKING ABOUT ROLL-FED OFFSET? GET THE FACTS FROM HANTSCHO

Precision constructed Hantscho roll-fed offset presses provide you with quality over and above that ordinarily expected from web offset process. That's why more and more printers of books, magazines, tabloids, weeklies, supplements and catalogs are finding out for themselves the Hantscho roll-fed offset press's many profitable advantages and savings:



Analyze your own operation — see how a Hantscho roll-fed offset press can save you dollars and cents, time and trouble.

Hantscho roll-fed offset presses are built with the pressman in mind, and are made by men who really know what they are doing — whose specialty for years has been the manufacture of the finest quality roll-fed offset presses anywhere. Even with the Hantscho roll-fed offset press's special features, the engineering, construction and design expense of building one to your special requirements is exceptionally low.

Investigate a Hantscho roll-fed offset press — it can be the Press for Your Future.

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## HAS MADE OUR PLANT THE WORLD'S FINEST

Specializing in  
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All Sizes ZINC and  
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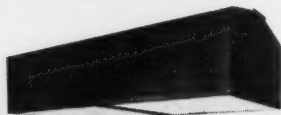
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designed to meet  
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EXAMOLITE C-40

Overhead light source which provides simulated daylight. Has almost universal application within the industry. Contains four, 40 watt Deluxe Examolite fluorescent tubes. Four, 33 watt Examolite long life incandescent bulbs, with aluminum cups. Wattage: 300 watts, including constant voltage ballasts. For more detailed information on this unit, and units designed to the more critical portions of the standard, send for Bulletin #269 "A Complete Line of Standardized Lighting Equipment for Graphic Arts".

# MACBETH

**DAYLIGHTING CORPORATION**

a subsidiary of the Macbeth Corp.  
P.O. Box 950, Newburgh, New York

send for your copy  
of the  
**Approved Industry  
Lighting Standard**  
for the  
viewing of proofs  
and copy  
within the  
Graphic Art Industry  
... today.

Be sure to get  
your copy of  
this valuable  
reference  
material!

For the first time, the Graphic Arts Industry as a whole has adopted a set of recommended lighting practices which will standardize viewing conditions, for color, between client or buyer, art director, agency, plate maker and printer.

*The standard was designed, written and approved by "working" graphic arts people, like you!*

The members of the "official committee" which did the basic research and finally drafted the "Standards" after 4 years of hard work were working members of your profession; printers, publishers, ink manufacturers, packaging manufacturers, ad agencies and plate makers.

The title of the Committee was, "The Committee for Recommended Lighting Practices for the Color Appraisal of Reflection Type Materials in Graphic Arts". (sponsored by the Research and Engineering Council of the Graphic Arts Industry, Inc. and The Illuminating Engineering Society).

Name .....

Company .....

Address .....

- ☐ Please rush my copy of The approved lighting standards for the Graphic Arts Industry.
- ☐ Send me literature on the Macbeth lighting equipment designed to meet the new standards.
- ☐ Please have a representative call and make recommendations as to the specific Macbeth lighting designed to best meet my needs.



## BUYING NEW EQUIPMENT

(Continued from Page 52)

its estimate of sales units. By applying the cost marked up for profit, the sales volume in dollars could be obtained.

If we estimate that the annual sales will be \$224,000, with our investment of \$148,500, we will have had a turnover of capital of about 1.5 times. The composite ratio of printers profit shows a 3.4 percent return on sales. Therefore 3.4 percent times 1.5 gives us a return on investment of 5.1 percent. Or, expressed another way, if we divide our investment of \$148,500 into our profit of \$7,616, we arrive at a return on investment of 5.1 percent.

### Depreciation

Since we are endeavoring to justify the purchase of a machine in terms of years to recover the purchase price, we should add back the amount charged for depreciation. In this case if 10 percent were used, the depreciation charged off would have been \$7,000. This amount added back to the profit of \$7,616, would give \$14,616, or a return on the investment of 9.8 percent. In terms of years it would take just over 10 to recover the investment. Most businesses expect to recover their investment in five years when preparing figures for this purpose.

The foregoing is a very easy approach to the problem, however, it requires considerable time and effort by all concerned to arrive at similar figures.

A further check should be made of the return on the capital invested at the end of the first and second years at the least.

The return on capital invested has another value, if it can be used to develop the worth of any department. For example, you can decide whether to maintain your plate graining department or send your plates out.

Management needs all the information obtainable on which it can base its decision as to when and how to purchase or replace a machine. ★

## WHITE SOX

(Continued from Page 50)

fort to keep them coming back for more.


Being the batting practice catcher, he declared, does not take too much time away from his office. This year the White Sox scheduled only 18 daytime games on week days. He's also on duty for the week end, holiday and night games, but usually his activity in the cage is all over within three hours.

How did a Chicago printing executive ever acquire the job of batting practice catcher for a major ball club? The story starts in Cincinnati,

where on Feb. 2, 1935, Joe Heinsen, a kid of 18, signed a professional baseball contract with the Reds.

That same afternoon, before he could leave for his farm assignment, he suffered a ruptured appendix and with it his dream of a big league career burst, too. Doctors said that sometime, when he might be sliding home, or diving for a fly ball, the strain might prove fatal because of his weakened anatomy.

Back home in La Porte, Ind., Joe buckled down to learn the printing trade in his father's shop. Later with his brother Hugh, and a second brother, who has since withdrawn for other work, Heinsen Bros. Printing Co. opened for business as a letter-



**steady performance**



**means increased  
quality...increased  
production**

To do an effective job, a trapeze star must make no false moves. To do an effective job in your shop, you must make no false moves. Now you can reduce re-shooting and retouching efforts to a minimum by using a motor-driven, completely automatic nuArc lamp!

A nuArc will boost quality and production to an unheard of extent. Unconditionally guaranteed *steady* light coverage, color, and intensity sharpen the finest details. Automatic strike brings carbon to full brilliance instantly, maintains brilliance unwaveringly. 30-Day Free Trial.

Contact your dealer, or write for bulletin 205B



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## NEW 39x52...68 "Gold-Mine"



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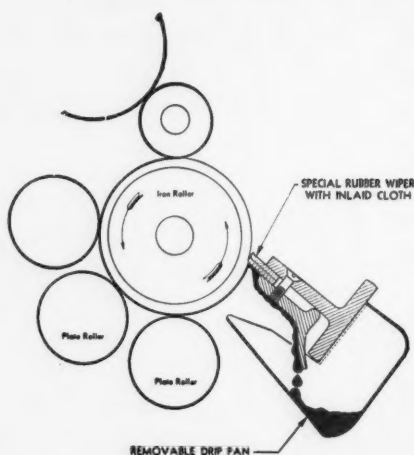
**A Double-Production . . . Double-Profit**  
Buckle Folder for your 35 x 45 and 38 x 50 (and larger) signatures.

Versatility Unparalleled . . . 4 folds in Parallel Section; 3 or 4 folds in 8-page Section; 3 or 4 folds in 16-page and 2 folds in 32-page.

New principles incorporated with modern engineering making practical higher speed than ever before known, even on light-weight stock.

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## A Press Washer Built to Do a CLEANER Washup



The International Press Cleaner does the best job for you—experience has proven this to be true.

We manufacture efficient cleaners for the following makes of presses—Harris Offset and Rotary, Miehle Offset and Rotary, Hoe Tin Decorating, and Ebco.

Leading lithographers, and metal decorating establishments have made our cleaners standard equipment in their pressrooms.

We are ready and willing to back up our claims with a 30 Day Trial of our cleaners. Write and let us know the size and make of your press.

**THE INTERNATIONAL PRESS CLEANER & MFG. CO.**  
112 HAMILTON AVENUE CLEVELAND 14, OHIO

press firm at 813 W. Adams St., in Chicago.

In 1950 the men put in their first offset press and now have three of them, all Harris models, including a 41 x 54", two-color, a 23 x 35" and a 17 x 22". The way it's going, he remarked, the original letterpress equipment isn't getting much use any more and Joe is expecting soon to have an all-offset plant. The company's present payroll numbers 25 and, after the summer slowup, business is beginning to require some overtime.

Products include a general line of commercial materials, catalogs, booklets, brochures, etc. Among the clients are some of the nation's largest advertisers, he stated.

The move to Chicago enabled this ball-player-turned-printer to get back into baseball. In 1939 he snapped up the batting practice catcher's job with the Chicago Cubs at Wrigley Field and stayed there 15 years. In 1954, when his old time Cincinnati mentor, Frank Lane, came to manage the Chicago White Sox, Joe switched to the south sider's camp on 35th Street.

#### **No Contract, No Pay**

All these years he has never drawn a penny of pay for the unglamorous work. He has no contract and does it free, he says, solely because of the personal satisfaction his intimate association with the great American pastime brings him.

Charles Comiskey, vice president of the White Sox, says "Joe's the biggest bargain the Comiskey family ever acquired." Al Lopez, club manager, adds, "There's no better man for the job than Joe Heinsen."

In addition to his regular routine, Mr. Heinsen finds time to go around lecturing on his favorite subject — baseball, of course. With over two decades of association behind him, he has acquired a lot of entertaining stories about baseball's greatest players, and he titles his talk "Among My Souvenirs."

All in all, it makes Mr. Heinsen one of the most unusual lithographers in the country. And it doesn't hurt his bread and butter business one bit.★

#### **PHOTO CLINIC** (Continued from Page 73)

*you think it would be advisable to "cut our teeth" in three-color process, then move on to four-color?*

G. T., ATLANTA

A: There doesn't seem to be much advantage in your proposal if you intend, eventually, to do only four-color work. Both methods are based

on the exact same color reproduction theory. The essential difference is that in four-color you run a separate black impression and must therefore compensate, in each of the colors, for the amount of black run separately. In three-color work the black is produced by an equal mixture of the three colors. However, if you master three-color process, four-color should not offer much difficulty since the three-color method is slightly more exacting.★

## **EVERY DAY MORE THAN 10,000 PRINTERS STOP OFFSETTING with Ortman • McCain SPRAY SYSTEMS**

Like the 50,000,000 Frenchmen --- we don't believe that 10,000 printers can be wrong --- especially when *four out of five* Ortman • McCain users are already *repeat* buyers.

We think there's a reason --- and a good one --- OMC is the world's only manufacturer specializing exclusively in spray systems for all branches of the Graphic Arts.

OMC Spray Systems will stop offsetting, increase press pro-

duction, and reduce waste and spoilage. We don't have to tell you that this will help your profit picture.

It will pay you, too, to investigate OMC Spray Systems. Remember:

- \* Liquid, powder, or hot wax — there's a unit to fit your needs.
- \* There's a unit for every type and size of press.
- \* There's a unit for every printing process — and for every kind of stock.



Tell us about your offsetting headaches --- press — stock — other details — we'll speed you a helpful reply.

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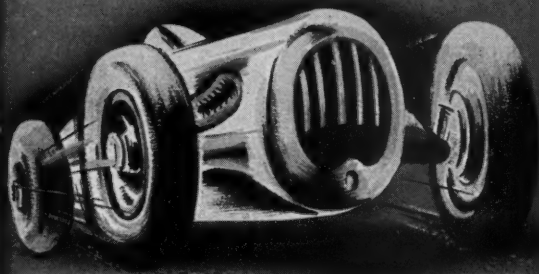
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## PRESS CLEANING SOLUTION

### FAST... FAST... FAST...



#### COMPLETELY DISSOLVES IMPREGNATED INKS

"Speedol" quickly removes even deeply impregnated dirty ink film from press rollers, dried ink and residue that other wash-up solutions fail to remove. Thoroughly cleans and reconditions rollers and gives them new life.

#### Go from Black to Yellow in ONE washup!

Simply wash off ink with regular solvent, then apply "Speedol" to remove blacks, blues, dried gum, etc. Only ONE special cleaning solution required. "SPEEDOL". In semi-liquid paste form, "Speedol" contains NO ACIDS, ALKALI or other irritating solvents. PRICED LOW!

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Send us the quantity of "Speedol" ordered below on your  
"satisfaction or money-back guarantee" trial offer.

1 Gallon Can. ....	\$3.25
1 x 5 Gal. Can. Gallon. ....	2.75
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Company .....

By .....

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**A. E. HANDSCHY CO.**

Manufacturers of Fine Letterpress and Offset Printing Inks

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#### DISTRIBUTORS

Handschy Distributors located in all principal cities.  
Write for name and address of Distributor nearest you.

## PUNCH-CARDS

(Continued from Page 57)

for keypunching, diagramming and programming of routines and procedures.

For concerns whose transactions are not in sufficient volume to warrant a fully automatic punch-card operation, there is a semi-automatic punch-card which we have used with excellent results. The use of this type of punch-card involves no expensive rental of equipment, does not require trained or skilled help and is just as flexible in securing multiple and complex information and data for management. This card is known as a "Key-Sort" card. It is manufactured and distributed by Royal McBee Company or E-Z Sort.

#### No Repetitious Copying

The greatest single advantage of using punch-cards, whether they be punched automatically or semiautomatically, is in the sorting or classification of information and data into multiple combinations without the necessity of scrutinizing the information pertaining to each transaction and repetitiously copying such information manually according to selected classifications.

#### Difference Between Systems

The essential difference between the "IBM Card" and the "Key-Sort Card" is that the sorting and calculations on IBM are processed automatically in uninterrupted "run," while the Key-Sort is sorted in "decks" with the aid of a manually operated sorting device. Pre-punching of the cards is performed in somewhat the same manner and gang punching requires a somewhat similar operation in either case. Footing and cross-footing by selected classifications from "Key-Sort Cards" are performed with the aid of an ordinary calculator or adding machine.

The "Key-Sort Cards" have a slight advantage in the documentation of original information, in that the cards can be more easily designed to record original entries, and from these original entries a direct punch can be made on the card itself.★

## PREPARATORY PROCESSES

(Continued from Page 39)

stretched. There could be many other reasons, but stable film is the first requisite.

#### Q: Advantages of phototypesetting?

BORLINGHAUS: High quality, sharp, clean copy with better letter and word spacing than metal. More uniform color to body matter; no smudging. ROHNE: Many new type faces are available that formerly had to be drawn by an artist.★



## TINTING

(Continued from Page 61)

that the surface active agents in coated paper are more or less concentrated on the surface of the sheet. We believe that when the coating is setting and drying during the coating process, the moisture which flows to the surface of the sheet carries the surface active agents with it and allows them to concentrate on the surface.

To illustrate, we have found that when we scrape 0.12 grams of coating from a sheet, the size of the area is important. Coating scraped from a large area will lower surface tension more than the same amount of coating scraped from a smaller area. This may explain why previous surface tension measurements using scraped coating from small areas did not correlate with press experience.

This test for tinting has considerable promise. We believe that it can be used to predict whether trouble can be expected in printing. At this stage, however, much more press experience is needed to determine how valid predictions based on the tests will be. Unfortunately, the test requires lab equipment for the surface tension measurements. It is thus not suitable for use in the average plant.

Our work on tinting is far from complete. During the past year, we repeated a number of experiments which we first tried about two years ago. In these tests, gradually increasing amounts of surface active agents were added to the fountain of an offset press. Four strong agents of three types (anionic, cationic, and non-ionic) were used with both plain water and fountain solution.

As with previous experiments, we were not able to produce tinting. This fact would seem to disagree with our theory that surface active agents are a cause of tinting. However, fairly good correlation has been established between tinting and the ability of paper coatings to lower surface tension. So, it is very likely that other important but not well known factors are involved. These must be accounted for before we can produce tinting at will on the press.

We have recently begun a series of experiments by which we hope to resolve the apparent conflicts. Once tinting is completely understood and we are able to produce it at will on the press, then ways to prevent or cure it should become evident.★

## LITHO PICTURE

(Continued from Page 42)

industry in the St. Louis area.

Hourly work week varies from 35 to 37½ hours a week. A number of

shops have only one shift, but some larger ones require two or three shifts as a regular practice.

Business for the rest of the year and for 1958 looks "pretty good," a spot check showed. There is virtually no unemployment. When the *Spot News*, newspaper of the GAA, recently listed an advertisement by a salesman looking for a job, he had his pick of 30 offers.

Expansion is active throughout the city, with many plants adding space and equipment. One case is Universal

# PRESSMEN'S INK HANDBOOK

By Herbert J. Wolfe

This volume is directed to the master pressman and the pressroom superintendent, as well as to the student of printing, and the purchaser of inks, to give them a more complete insight into the composition and applications of the many kinds and varieties of printing and lithographic inks. A more complete knowledge of inks will obviously enable the printer to minimize ink problems in printing, to turn out better work and save time and money. With this in mind, Mr. Wolfe has provided this information in a compact handbook.

Read the table of contents and send in your order *Now!*

- |                             |                               |
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| 1. PROPERTIES OF INKS       | 9. DRIERS AND DRYING          |
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| 6. ORGANIC PIGMENTS         | 14. TESTING OF INKS           |
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272 Pages

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DIE CUTTING!**

PMC

A troublesome service can be turned into a profitable operation with the PMC Die Cutting Machine. Many printers and lithographers have found new business opportunities in a wide variety of work requiring an efficient, economical die cutting operation.

**Speed**—ruggedly built and simple to adjust, the PMC Die Cutting Machine can handle up to 300,000 pieces per hour; **simplicity**—die can be locked into a registered position in the machine in a few minutes, change of jobs made quickly and easily; **versatility**—handles a wide range of label, round cornering and specialty work and is efficient for both, long and short runs.



Write for additional information.

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## how to make **a lasting impression** from the very first

While most plates can do the job, certain plates make you sit up, take notice and be noticed from the very first impression.

Two such plates, PDI's bi-metal Lithure and Lithengrave, will make your job easier because these are tools you can always rely on. With **Lithure** and **Lithengrave**

- you get quality reproduction . . . and it stays that way . . .
- you print from an engraving . . .
- you have better water and ink control . . .
- you work without scumming problems . . . —and with all grades of paper . . .
- and—you can call upon an experienced, trained engineer from the nearest PDI office—a man who represents the latest thinking and can talk your language on any production problem.

**Just a few reasons why it pays to make your impression with**

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**PRINTING DEVELOPMENTS, INC.**  
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540 N. Michigan Ave., Chicago 11, Ill.  
230 California St., San Francisco 11, Calif.  
Commercial Trust Bldg., Philadelphia 2, Penna.

Printing Co., which recently moved into its new building and stepped up its offset business. Jefferson Printing Co. is in process of building a new plant which will increase its offset facilities.

Color Art Printing & Stationery Co., in St. Louis County, has moved into a new two-story building, greater portion of which is devoted to offset.

Wages are on the increase, but the growth is termed normal. No layoffs are anticipated.

—Mildred Weiles

#### Cleveland: Outlook Good

The employment trend in Cleveland is holding steady. There has been about a 10 percent increase in manpower. Though business had slowed some in spring and early summer, there were no layoffs. Some of the plants scheduled their vacations early.

The big problem is the wage scale which has continued to climb. Added to that is the ever present shortage of

skilled help. This is felt all along the line, in every department. It also has a bearing on the unemployment problem. When business does slow down the plants don't wish to take a chance of losing their trained personnel. Average work week in most plants is 35-37½ hours, with some of the larger shops running two shifts.

Business outlook for the remainder of the year is very favorable. Most of the companies checked anticipate a substantial increase in business from now on. About 60 percent foresee a continued upturn in business for next year also.

While the addition of new equipment has proceeded slowly in 1957, a few of the plants have installed new presses — a new two-color Miehle and a single color Harris at Great Lakes Lithograph Company, and a 22 x 34" Harris and 17 x 22" ATF Chief at Reserve Lithograph Company. Two of the trade shops are planning to install new and larger cameras and other equipment.

—Paul J. Ullman

## NAPL

(Continued from Page 37)

& Co., talked about punch card accounting methods and the flexibility and time saving advantages.

"Punch cards can coordinate all kinds of information in one place, while doing away with boring copying, sorting, filing and simple arithmetic jobs." He said the greatest single advantage of the system is in the sorting of information into "multiple groupings."

In answer to a question from the floor on payment of salesmen, Mr. Tisne said, "methods vary, but the good salesman never has to worry about his income."

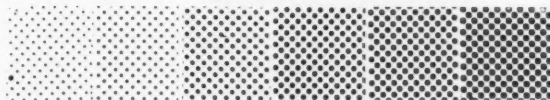
Frank R. Turner, Jr., NAPL cost accountant, moderated the panel. He cited results of an NAPL survey showing that litho shops vary tremendously in their methods of remuneration.

Closing the Thursday session was the well known talk and demonstration by O. C. Holland, of Interchemi-

**You need these two aids to lithographers !**

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priced for one-time use



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It is impossible to reproduce the true value and quality of ByChrome screen tints by letterpress!

ByChrome Screen Tints are available in both 133-line and 150-line . . . the only half-tone tints of such quality and wide tonal range priced for one-time use. Here's top-quality at rock bottom prices.

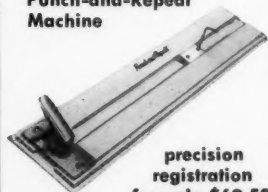
\$50.00 per ½ dozen    \$90.00 per dozen    \$10.00 singly  
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precision  
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**Others at NAPL:** (l-r.) Douglas W. Eaton, George Hantscho Co.; Michael Rosalia, J. H. & G. B. Siebold; Michael Annick, Rutherford Machinery; Joseph Salerto, Herbert Blomquist and Vincent Greca, all Zarkin Machine Co.; Harry Porter, retired

vice president of Harris-Seybold; Arthur Manhken, Sinclair & Valentine; Juan Suarez Servia, and Lothar Ziegert, both of Compania Litografica De La Habana.

cal Corp., entitled "The Magic of Color." He showed how easily the eyes can be fooled by colors, especially when the background is varied.

Mr. Holland's talk followed a presentation of new graphic arts equipment by members of the following firms: Strong Electric Corp. (more powerful arc lamps); Robertson Photo-Mechanix, Inc. (method for making color separations); Electronic Mechanical Products Co. (new products); Haloid Co. (new film processor); and Sun Supply Co. (Mullen Air Doctor Blade dampening system).

#### Art and Copy

Tips on preparing art and copy were forthcoming from another panel discussion on Friday morning. Dante V. Mazzocco, president of Eureka Photo Offset Engraving, Inc., said the customer needs to be educated to the possibilities and limitations of the offset process.

"The customer, the artist and the lithographer should get together to determine the best and easiest way of doing the job," he urged.

Walter Conway, president of Walter Conway & Associates, praised cold type as a real boon in copy preparation, especially for tabular matter. "It can be obtained for one-fifth the cost of hot metal," he declared. He added that many customers care little if the right hand margin of their copy is unjustified, making cold type preparation much simpler.

Copy preparation for school annuals, travel folders and fake process jobs was covered by Edward J. Kaul, of Western Printing and Lithographing Co. He backed up Mr. Conway's assertion that customers do not dis-

like — in fact, they welcome — unjustified right margins in copy.

#### Presensitized Plates

Presensitized plates, featured several times at recent NAPL conventions, came in for more discussion in St. Louis when five representatives of supply houses discussed their products, and in several cases developed a plate in the auditorium.

Chester Gramstorff, S. D. Warren Co., talked about the Warren paper plate, good for runs of 5,000 to 7,000 with "high quality results."

E. B. Fritz, Azoplate Corp., men-

tioned the paper and positive- and negative-working aluminum plates made by his company. "Quality equals that of deep-etch" he commented. In addition, presensitized plates can be used for proving.

The variety of short-run presensitized plates manufactured by Remington Rand, was outlined by W. Gaylord Carrothers.

Plates up to 40 $\frac{3}{4}$  x 50" were described by another speaker, Robert B. Kincaid, of Minnesota Mining & Mfg. Co., replacing Melvin Gebhard, who was scheduled to speak. He asked, "are presensitized plates fool-



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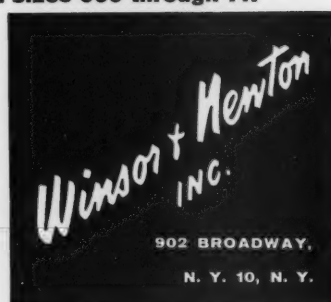


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proof?" His answer was that much depends on the platemaker and pressman in handling the plates.

The final speaker, Thomas J. Dunne, of Harris Alum-O-Lith, said his company uses extra-heavy sheet aluminum so the pressman won't be bothered with kinking and tearing. "In addition, our plates are coated on both sides for extra runs," he stated.

Following are some of the questions asked of panel members, and their answers:

*Q: What length of run can I expect with presensitized plates?*

**FRITZ:** It depends on exposure, pH of fountain solution and press pressures. Generally, you can expect up to 5,000 with acetate plates; about 25,000 with negative-working aluminum; and 30 to 35,000 with positive-working aluminum plates.

*Q: Is there any reason why running a brown solid would wear presensitized plates faster than black ink?*

**DUNNE:** The red ink, followed by the blue (to make brown) can wear a plate much faster than black.

*Q: We have let plates stand a week or more before printing and find that we get longer life. What is the reason for this?*

**KINCAID:** There seems to be something to this. Apparently the developer "sets up" and ages, allowing the solvent to evaporate.

*Q: What is a good washout solution?*

**FRITZ:** Lithotine.

### **Labor Relations**

The most important labor problem in the graphic arts today is jurisdiction, according to Quentin O. Young, director of industrial relations for the Lithographers National Association.

"The International Typographical Union has made a direct challenge to the Amalgamated Lithographers of America by asserting its jurisdiction in the entire graphic arts industry," he reported, "and the employer is right in the middle."

Mr. Young urged more use of the National Labor Relations Board in jurisdictional fights. "You should have a Board certification of the union in your shop so that if another union attempts to raid it you can go

to the NLRB for support," he said.

Mr. Young said that in 1957 wages have risen slightly, so that nearly 40 percent of the sales dollar now goes to labor. "Hence you will have to be more efficient or raise your prices."

Currently, labor is focusing its attention on getting the day before Christmas and the day before New Year's off as a holiday, with a fourth week of vacation for employees after 25 years.

He went on to outline a suggested method of preparing for negotiations, dealing with the union representatives, and signing the contract.

### **Webfed Presses**

In the final talk at the convention, Douglass E. Murray, of American Type Founders Co., declared that web presses "are not the answer to every printer's prayer. To try to use them for general printing would be foolish, but for specialized operations, they may be just the thing."

He estimated that makeready costs for 50,000 impressions of a 32 pp. signature would be 5.16 hours, compared with 85.50 hours for the same job by sheet-fed letterpress.

One drawback of web-fed offset is sheet spoilage, which sometimes runs to 10-15 percent, he stated.

Mr. Murray spoke at the luncheon on Friday. He was preceded by Dr. Kenneth McFarland, lecturer and General Motors educational director, who gave an inspirational talk. The presentation to Mr. Gegenheimer was also made at this session.

### **LTF Films**

The Lithographic Technical Foundation held a viewing of color films of two technical forums sponsored by the Foundation. The movies covered plates and presses. They will be used for future forums, to cut down on the number of research leaders away from the Glessner House headquarters at any one time.

Following the Saturday quiz session, Michael H. Bruno and Frank Preucil, both of LTF, discussed masking and the control of color reproduction, using slides to show the importance of using measuring instruments in this work.★

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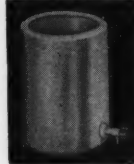
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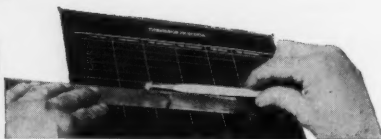
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—Short Cuts & Trade Tricks**

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**Work (Line-Halftone or  
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**For Black and White  
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**PLATEMAKING**

**(Albumin or Deep-etch)**

**Make Your Plate Dept. Pay  
Increase Production**

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Elberon, New Jersey**

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**TOP QUALITY PRESSMAN**—twenty two years experience, single and two-color presses. Steady-sober-reliable. Day side only. Small shop considered. Address Box 333, c/o *Modern Lithography*.

**HELP WANTED:**

**DOT ETCHER** — experienced litho artist capable of producing top quality on large volume full-color advertising and packaging work with a leader in the graphic arts industry. Western New York location. Write all details to Box 334, c/o *Modern Lithography*.

**New Plate Developed**

The American Graded Sand Co., Chicago, has announced plans to start normal production of a new presensitized plate about the first of the year. The development, called the "Ceramagraph" plate, is made of black iron with five thousandths inch glass coated on the surface. The company believes it will prove to be one of the outstanding achievements in the offset industry.

Three print shops in the United States have been working exclusively



**600-page GA Book Published**

The Mertle Publishing Co., Chicago, has published a 600-page technical book for the graphic arts under the name *Photomechanics And Printing*.

More than 100 graphic arts professionals have contributed to the volume which discusses platemaking and printing processes step-by-step in nine chapters.

The volume includes chapters on originals for reproduction; photographic materials and equipment; continuous tone, line and halftone photography; color reproduction; photoengraving and letterpress printing; photolithography and offset printing; photointaglio procedures; silk screen process, and a complete history of paper in printing.

For an illustrated, descriptive brochure with sample pages from the book, write to the publisher, 20 East Illinois St., Chicago 1.

with Ceramagraph plates, made in a pilot plant operation, and all have claimed outstanding results according to American Graded Sand.

None of the plates in use has worn out, the company states, and plates have run as many as 150,000 impressions, then been stored for re-runs.

The plate will be available in all sizes, including 58 x 77". Further information on the Ceramagraph plate may be obtained from the company at 2940 N. Ashland Ave., Chicago 13.

?

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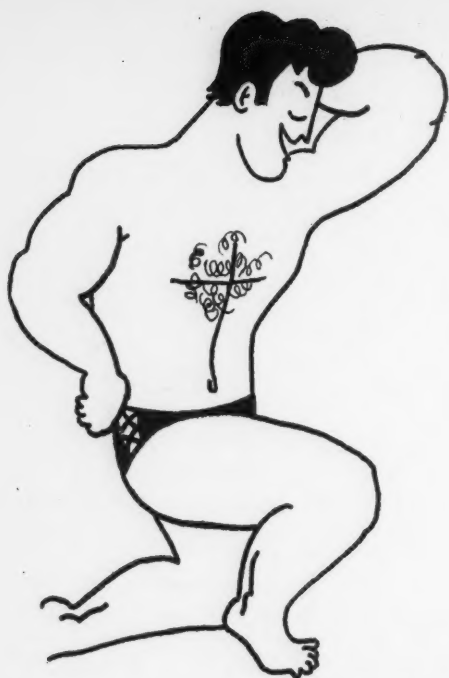
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the shop to find the of-  
fice copy of ML.***

***Have your own copy  
sent directly to your  
home. Keep up with the  
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the offset industry by  
reading the leading  
magazine in the field of  
lithography.***

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**P. O. Box 31 Caldwell, N. J.**



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## World's Most Perfectly Developed Advertising Space Buyer

Whether your company is at present young or old, thin or fat,—I'll guarantee to pack inches of solid, extra sales into your order book by simple, easy methods of placing your advertising. If *your* order book is puny and chicken chested, chances are you've been abusing your advertising budget.

### DON'T ABUSE YOUR BUDGET!

One way an advertising space buyer in the litho field abuses his budget is to cut it up in little pieces and scatter it around in every magazine that has the word "lithography" vaguely connected with it. (You can't hit he-man hard anywhere with small creampuff shots.) Or the advertising buyer gets on the right track and concentrates in one magazine,—but picks the wrong magazine!

• A. B. of Two Dot, Mont., writes: "I added 4 1/4 inches to my wallet with a concentrated schedule in *Modern Lithography*."



• C. D. of Black Wolf, Neb., writes: I increased my order department by 2,000 square feet in only 3 months with *Modern Lithography*."

• E. F. of Peapack, N. J., writes: "A. B. and C. D. are pikers!"



### MY METHOD—DYNAMIC SPACE BUYING!

Pick the one powerful red-blooded magazine in the field — and concentrate your advertising there — where the customers who really count will read your sales messages month after month after month. Repeat calls get the business. And the powerful, red-blooded magazine is easy to judge. Just make a check chart on all the points by which two magazines can be compared:

1. Most Editorial material
2. Most ABC paid circulation
3. Most Advertising Acceptance
4. Most Readership
5. Lowest Cost Coverage
6. PRESTIGE

It only makes sense to concentrate

In the strongest book—MODERN LITHOGRAPHY!

Mail this coupon NOW!

(Nothing down and 12 easy payments  
of only \$170 per month)



#### MODERN LITHOGRAPHY Leader in the Litho Field Caldwell, New Jersey

- ☐ Please rush information on the market and the magazine!
- ☐ Please rush rate card and contract blank!
- ☐ Please rush salesman!

Name .....

Company .....

Address .....

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(The advertisers' index has been accurately checked but no responsibility can be assumed for errors or omissions.)

## TALE ENDS

EVERYONE at the NAPL convention in St. Louis last month, it seemed, was happy. The exhibitors, almost to a man, liked their booths and the convenient exhibit area on the ground floor. None of that trying to get a four-color press up nine floors in a six-foot elevator, and similar feats of former years. And business, after a slow opening day, was quite brisk, thank you, most of the suppliers reported. One exhibitor was proudly boasting of \$400,000 worth of sales at the four-day convention and another stopped Walter Soderstrom in the lobby to sign up for next year on the basis of his sales. The rooms and suites were quite handsome and the service was the closest thing to "with a smile" we've seen in years.

Some of the suites were the high-ceilinged, balcony type and it is reliably reported that more than one romantic lithographer, forgetting the workaday world, made an abortive attempt at the balcony scene from *Romeo and Juliet*.

An incident at the banquet provoked much hilarity. George Charnock (he of the Craftsman Line-Up Table Corp.) donated a half a dozen bottles of genuine New England maple syrup to the long array of banquet gifts, and among the lucky winners was the smiling Joe Gelb, one of Mr. Charnock's chief competitors. Joe's pancakes should be sweet indeed.

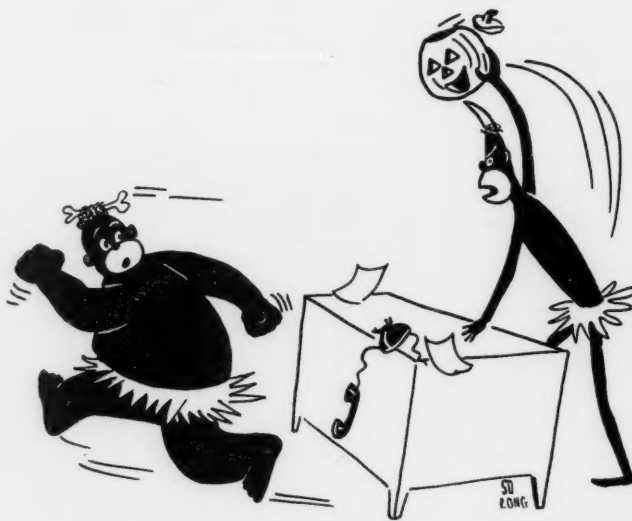
Walter Soderstrom was beaming proudly, despite the inevitable headaches and loose ends that always beset such a convention. For one thing, he was mighty pleased about the registration total of 1435. And for another, he was highly flattered by the fine turnout at the special dinner in his honor and the words of praise delivered by George Loder and other veteran NAPL leaders.

Proof that a sense of humor can go a long way in a convention program was given by S. G. Hall, of Eastman Kodak, who presided over the three-color panel with a light hand and a succession of quips that made the audience forget it was past lunch time.

Carl Sorenson, of Lanston Monotype, displayed humor of a "broader"

sort at the window of his suite, which overlooked the popular patio by the swimming pool. An unclad young lady posed in a revolving spotlight for all to see while an unidentified accomplice of Carl's made overtures to her. Trouble was, the dame was a manikin!

New members of NAPL — there were 111 of them since the last convention — brought membership up to 1,052. Next year (Sept. 28-Oct. 3) the association will converge on staid old Boston, and it is suggested that Mr. Sorenson, out of consideration for Boston's revered Watch-and-Ward Society, leave that disgraceful manikin home.



*Scram!*

**T**OO many salesmen get the "scram" treatment when they arrive unheralded and unknown. Regular advertising is the best and cheapest way to make your products and your firm known to buyers in advance—helps salesmen sell more, better, faster. In the field of lithography this should mean advertising in

**MODERN LITHOGRAPHY**

Box 31

Caldwell, N. J.

Member, Audit Bureau of Circulations



# ATTENTION!

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**REASON:** 2-SIDED PLATE...two printing surfaces for the price of one. Lithoplate research facilities pioneered this and other superior features.

*longer life*

**REASON:** EMBEDDED IMAGE...Lines and dots completely protected on all sides...not subject to wear as are other plates.

*needle sharp reproduction*

**REASON:** MICRO-SURFACED...neither smooth nor grained but chemically-surfaced to combine the advantages of both smooth and grained plates.

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